



Board of Directors Meeting Minutes

October 24, 2024 | 10am – 12pm | In- Person & Teams

Members

Amy Pucci, Int President - Present

Chanda Chan, 2nd VP - Absent

John Mihaly, Treasurer - Present

Sondra Kendrick, Secretary- Present

Barbara Booker- Williams- Present

Dick Grice- Present

Pamela Barton – Present

Caryn West - Present

Deonna Butler- Present

Francesca Richardson - Present

Greg Grootendorst- Absent

Gary Zalas - Absent

Staff

Steve Zollos- Ex Officio

Brigid Miller - CFO

Wanda Rivers- Controller

Jane Constantineau- Dir. Of Marketing

Leila Willis- EA

Welcome & Call to Order

The Board of Directors Meeting was called to order by **Interim President, Amy Pucci**.

Consent Agenda Approval

Amy Pucci requested a motion to approve the consent agenda, which included the Board of Directors Retreat Meeting Minutes from 08.07.24, the 5310 Title VI plan, the employee manual and the approval of Chanda Chan as 2nd VP and John Mihaly as Treasurer. The motion was made by Dick Grice, and seconded by Pamela Barton, and all were in favor.

Public Comments

There were no registrations for public comments.

Finance Committee - Wanda Rivers

Wanda provided an update on the budget, which has been submitted and approved by DARS. Due to anticipated changes, a revised budget will be presented in January. Wanda discussed the upcoming audits scheduled for two separate weeks in November. She emphasized the importance of thorough preparation for a smooth and easy audit process.

HR Update - Wanda Rivers

Wanda reported that there are currently several open positions, with six actively being interviewed. Positions include two drivers, an Options Counselor, a Veterans Directed Care Options Counselor, a Benefits Counselor, a Volunteer Coordinator, and a Wellness Center coordinator. Wanda also added that she is now overseeing the HR department with the support of Mary Feliz, a newly hired HR Generalist.

Strategic Goal #1: Awareness of Services

Leila announced to the Directors that the **Senior Services Annual Meeting** is scheduled for **January 24th, 2024** from **11:30 AM to 1:30 PM** at the **Town Center City Club**. The agenda includes registration at 11:30, lunch at noon, and adjournment at 1:30. Attendees will be invited to RSVP via email to Leila.

Leila also extended an invitation to the Board for the upcoming **Annual Holiday Party**. The Holiday Party will take place on **Fri, December 13th** from **6pm - 10pm** at the **Suffolk Center for Cultural Arts**. Steve emphasized that this presents an excellent opportunity for you all to connect with the staff while enjoying an unforgettable evening.

Jane provided a quick update on the annual report, noting that it is currently in progress. After using a digital format during COVID, they are switching back to a print version this year. The report will focus on the organization's biggest impacts over the past year and include client stories.

Jane also shared details about the upcoming **2nd Annual Night of Magic Gala**, scheduled for **Friday, March 7th, 2024** at the **Neon House on Granby Street**. Last year's Gala raised \$65,000 in profit, and this year's goal is set at \$100,000. Revenue will come from sponsorships, ticket sales, silent auction items, and raffle tickets, with sponsorships expected to contribute the largest share.

Jane highlighted the importance of board members' participation in reaching out to their own contacts. Formal invitations are available for distribution, and Leila will email a PDF version of the sponsor invitation to help aid. The goal for sponsorships is around \$120,000, and contributions for the silent auction are also encouraged, particularly unique items or experiences.

Finally, Jane mentioned that there is a dedicated gala page on the organization's website. This page includes information on the impact of their services and allows for direct registration, making it easier for potential attendees to get involved.

Strategic Goal #2: Staff Efficiencies

Steve began by highlighting that the new software program, Ride Co, has been implemented with initial glitches now resolved. The app allows users to register for rides independently, and it has received positive feedback, maintaining an average rating of four to five stars since launch.

Additionally, funding has been secured from the Peninsula Agency on Aging to transport veterans to local clinics, creating a new revenue stream.

The Wellness department team has diversified meal vendors for the Meals on Wheels clients, ensuring continuity in service. The Launch Party for the **Better Together Café** at the **Hayden Village Center** was on **September 26th at 10am**. It was a success and aimed at creating a welcoming space, enhancing engagement opportunities.

The organization is also collaborating with UVA and the Virginia Department of Health on a diabetes prevention program, addressing a critical community need. The veterans' direct care program is currently serving 175 veterans, helping them remain at home and generating over \$300,000 in revenue, benefiting both the veterans and the organization.

Steve mentioned a new Managed Care Organization program, which is in its early stages, providing connections to resources for patients. The organization is monitoring the financial viability of this program, anticipating clearer guidance from the insurer by January 1, 2025.

Finally, the Health Wise project is being reevaluated and expanded to include topics like internet safety and scams. Currently, the program hosts between 13 to 20 seniors in six-week sessions throughout the year.

Strategic Goal #3: Board Effectiveness

Steve addressed the Board regarding current openings and the importance of filling these positions with individuals with unique skill sets and can drive influence. He emphasized the importance of board development and encouraged members to suggest potential candidates.

The Board is in current need of members from Southampton (2), Franklin (2), Portsmouth (1), and Chesapeake (1).

He reminded the Board that each board member is expected to serve on a committee, highlighting the main committees, which include the Executive Committee and the Finance Committee.

Board Officers include: Thelma Drake as President (November 15), Amy Pucci as 1st VP (Interim President), Chanda Chan as 2nd VP, John Mihaly as Treasurer, and Sondra Kendrick as Secretary.

Strategic Goal #4: Sustainability

Steve provided an update on the estate and potential foundation development. Most funds were awarded at the time of death, allowing Senior Services to bypass probate. Steve expects over \$1 million available by the end of the year.

Next, Steve introduced a PowerPoint presentation, Staff and Board of Directors Analysis, the focus was on future directions for Senior Services. The presentation outlined ideas generated from both Board of Directors and Staff retreats.

Steve emphasized the need for the organization to adapt to maintain its status as a primary influencer in the Hampton Roads. Key trends identified included the rising influence of social media platforms like TikTok, Instagram, and Twitter, while traditional media, such as print and standard television, are declining. To stay relevant, the organization aims to enhance its presence on trending platforms, consider hiring a social media coordinator, and explore creating a podcast to engage with community leaders and amplify their message.

The discussion then led to funding strategies and innovative opportunities for Senior Services. Key points included the exploration of fee-for-service models, particularly in transit and Meals on Wheels, to generate revenue while providing essential services to those in need.

Steve expressed the potential of electric vehicles as the next step for the transportation department. He discussed the emergence of self-driving cars, which could soon enhance the transportation fleet, and noted the future possibilities of incorporating drones into operations.

Steve mentioned that the role of AI and robotic companions in assisting seniors with personal care, highlighting their potential to reduce loneliness by providing companionship and support. Additionally, the use of personal health devices was addressed, noting their capability to alert options counselors when seniors neglect their health or forget to take medication, thereby ensuring timely support and intervention.

Steve discussed future initiatives, including the concept of "Dine & Chat," which aims to incorporate virtual reality dining experiences into socialization activities. Additionally, the potential implementation of a drone delivery system for meals was explored, as this would enhance productivity, improve time management, and expand delivery coverage for seniors in the local area.

Steve also highlighted several technological advancements aimed at improving services for seniors such as the use of voice recognition AI for its potential to facilitate communication, along with earpieces that translate languages to ensure seniors have easy access to support, implementing AI assistance to reduce the volume of calls to the front desk, and a cross-bot connection between neighboring organization's AI to serve as a referral system.

Adjourn

With no further questions or business, **Amy Pucci** asked for a motion to adjourn. The **motion was made by Dick Grice, seconded by Barbara Booker- Williams**, and all were in favor.

Respectfully submitted by Leila Willis 11/04/2024

Approved by: