



## **BETTER LIVING FOR SENIORS MONTHLY MEETING**

April 16, 2014

### **Board Members Present:**

Cindy Clouse  
Britni Hall  
Cari Herrington  
Kim Hooton  
Larry Powell  
Tamara Rowland  
Greg West  
Dorene Yates

### **MEETING LOCATION:**

- Our location and breakfast was hosted at Spring Haven Retirement, located at 1225 Havendale Boulevard NW, Winter Haven, FL. Ingrid gave a welcome and explained the facility amenities (independent living and memory care) and offered a tour afterwards. She talked about the value of referrals and mentioned that they give \$750 to those who refer residents. Thank you for the delicious breakfast!

### **MEETING CALLED TO ORDER:**

- The meeting was called to order by Cindy Clouse, President at 9:18 a.m.

### **APPROVAL OF MINUTES**

- A motion was made that the minutes from the March 2014 Meeting, now posted on the website at [www.blfspolk.com](http://www.blfspolk.com), be approved. The motion was seconded, a vote taken and the minutes were approved unanimously with no changes.

### **TREASURER'S REPORT**

- The Treasurer's Report was presented by Cindy Clouse, President, in the absence of Liz Craven, Treasurer. The net income for March 2014 was \$353.91, March expenses were \$818.49, and the balance in the checking account is currently \$13,689.31.

### **COMMITTEE REPORTS:**

- **Marketing:** Britni Hall announced that BLFS participated in the Alzheimer's Association 'Think About It' Dementia Conference at the sponsorship level of \$500.00.
- A special thank you was given to those who brought canned goods for VISTE.
- **Website:** Carrie Harrington presented the BLFS calendar and encouraged members to add their events to the calendar page. She also encouraged members to add BLFS as a link to the website. The honor roll sponsors are now featured in the

middle of the home page. The video from the Better Season for Seniors has been added to the website.

- **Membership:** Kim Hooten talked about membership, and asked each to review their membership on the web site and update contact information.
- Guests can attend two meetings and after that are encouraged to become members.
- BLFS has 208 active members and 29 inactive members.
- **Locations and Speakers:** Tamara Rowland announced that Palm Terrace, 1919 Lakeland Hills Boulevard, Lakeland, FL 33805, is the location and Medicare Unraveled will be the topic, presented by Rehab Matters, Palm Terrace and Good Shepherd Hospice.
- The survey that BLFS members participated in gave the Board feedback that what is needed for programs is more information about services for seniors in Polk County.
- **Education Committee:** Greg West gave an update on the education committee. *Empathy for Elders* is a presentation for caregivers and can be scheduled at short notice. The second presentation, *Shedding Light on Senior Myths* is also available.
- **Social Media:** Dorene Yates asked that people look for the Face Book page and tag themselves as well as like the page. Participating in social media creates high-value inbound links that can help improve visibility in the search engines – this helps boost BLFS to the top of the search engine rankings.
- **Community Events:** Larry Powell talked about community events, he was recently on a panel for Polk Vision in Lakeland (see article on front page of Ledger published April 15, 2014 entitled Panel: Senior Resources Need Better Networking) and the consensus was that we need to communicate with each other to get the word out as to what is available for Seniors.

### **GUESTS AND MEMBER INTRODUCTION**

- Members and guests introduced themselves and gave a short explanation of their services, agencies, businesses and upcoming events.

### **TODAY'S GUEST SPEAKERS**

- Susan Eldridge presented Meals on Wheels. They deliver a hot meal between 10 a.m. and noon five days a week. They have been delivering for over 40 years. Meals are \$4.50, however they do work to reduce this for those in need and there are 'angel meals' available at no charge. They are not government funded and accept donations and hold fundraisers to subsidize. Their next fundraiser is a Silent Auction on October 3, 2014.
- Ashley Miller presented the VISTE story. There are over 1,000 volunteers who help over 4000 frail elderly clients to stay safe and independent in their homes. If a person is 70 and older and live in the service area, they are eligible to be a client. Volunteers make over 900 trips per month with their transportation program; most are to take clients to see their physicians. Other programs include boxes of commodities, hot meals for 300 plus clients, a phone pal program to call socially isolated clients on a weekly basis, equipment that has been repaired by volunteers

(such as power chairs), birthday cakes for those celebrating 90 years or more. They do not use government money, but receive from the United Way, foundations, grants, and two fundraisers (annual letter writing campaign and VISTE Ball held at Tigertown).

**Adjournment**

- A motion to adjourn was made; it was seconded. A vote was taken and the motion was carried unanimously.

*Respectfully submitted by Dorene Yates, Secretary, on April 16, 2014.*