



BETTER LIVING FOR SENIORS MONTHLY MEETING

February 19, 2014

Board Members Present:

Cindy Clouse
Liz Craven
Britni Hall

Cari Herrington
Kim Hooten
Larry Powell

Tamara Rowland
Greg West
Dorene Yates

MEETING LOCATION:

- Our location and breakfast was hosted at Spring Lake Rehabilitation Center, 1540 6th Street NW, Winter Haven, Florida.

MEETING CALLED TO ORDER:

- The meeting was called to order by Cindy Clouse, President at 9:10 a.m.

APPROVAL OF MINUTES

- A motion was made that the minutes from the January 2014 Meeting, now posted on the website at www.blfspolk.com, be approved. The motion was seconded, a vote taken and the minutes were approved unanimously with no changes.

TREASURER'S REPORT

- Total Income \$1,411.93
- Total Expenses \$1,171.22
- Net Income \$240.71
- Total Bank Accounts \$13,458.24
- A motion was made to accept the treasurer's report. The motion was seconded, a vote taken and report was approved unanimously.

GUESTS AND MEMBER INTRODUCTION

- Britni Hall, BLFS Board Member, Grace Manor Suites, took the names of guests at the door and introduced them, giving them an opportunity to share their area of business with BLFS.
- Members introduced themselves and gave a short explanation of their services, agencies, businesses and upcoming events.

AGENDA

- Cindy Clouse reviewed the 2013 year and included events such as the Polk Government TV program, Polk Senior Games Cribbage Event, Grandparent's Essay Contest, 20,000 copies of the directory were printed, and Better Season for Seniors that gave gifts to over 500 seniors without families (photos were shown), the Christmas Social and BLFS Gives Back.

- We began the year 2013 with a membership count of 176 and as of January 2014 we had 211 members.
- New mugs, post-it notes and membership clings were introduced.
- Cindy Clouse, re-elected President, introduced the new 2014 Board of Directors and the officers which were elected at the board meeting held on January 27, 2014: Greg West, Vice President; Liz Craven, Treasurer; and Dorene Yates, Secretary.
- Cari Herrington will be handling BLFS web site; she gave an overview concentrating on how to search for providers, how to add yourself as friend, log in as members, and how to add events to the calendar. Cari encouraged members to link BLFS to their web site.
- Kim Hooten will be handling the membership for BLFS this year, which includes getting membership certificates and window clings to new members and recruiting for other senior providers to join the coalition. The web site "Become a Member" site was shown and explained.
- Greg West talked about the Education Committee and introduced a new rack card that explains the two BLFS Education Committee presentations, "Exposed: Shedding Light on Senior Myths" and "Empathy for Elders." Greg gave an overview of the 2013 presentations.
- Larry Powell, Chair of Community Outreach, discussed upcoming events such as Polk Senior Games and the sponsorship of the Cribbage games to be held on February 26, 2014.
- Dorene Yates, Chair of Social Media and Secretary, presented the BLFS Facebook page and encouraged members to like the page, tag themselves, and post their events on the page.
- Tamara Rowland, Chair of Meetings and Speakers, announced the need for speakers and locations for the monthly meeting. A survey was passed out asking members what their interests are for upcoming meetings.
- Britni Hall will be taking over the marketing for BLFS. BLFS is going to focus on attending more community events this year. A flyer was passed out showing how to share an event on the web site. The new 2014 Directory will be passed out today to anyone who wishes to take them.
- BLFS is a sponsor of "Think About It," an event by the Alzheimer's association.
- Cindy announced that there were articles in The Ledger announcing the Board elections.

SPEAKERS AND LOCATIONS:

- A thank you was expressed to the host, Spring Lake Rehabilitation Center for their delicious breakfast. The administrator gave a warm welcome and outlined the services of their facility and offered a tour.
- Hawthorne Inn, 6150 Lakeland Highlands Road, Lakeland, FL, is confirmed as the location for the March 18, 2014 meeting; Commissioner Don Selvage, Chair of Lakeland Council on Seniors is scheduled to be the speaker.

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 February 19, 2014.