



BETTER LIVING FOR SENIORS MONTHLY MEETING

July 17, 2013

Board Members Present:

Cindy Clouse
Randy Brock
Temi Charrier
Liz Craven
Greg West
Dorene Yates

MEETING LOCATION:

- Our location and breakfast was hosted at Palm Terrace of Lakeland, 1919 Lakeland Hills Boulevard, Lakeland, FL.

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 June 2013 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

- The Treasurer's Report was presented by Randy Brock. BLFS Polk currently has \$11,923.00 in the bank.

MEMBERSHIP REPORT

- Randy Brock reported that BLFS has 192 current active members and 21 inactive. The Board had membership lists available at this meeting so attendees can check their status and expiration dates.
- Randy discussed event e-mails and how they are forwarded through g-mail. If you have an event to promote, please send an e-mail to "Dear BLFS Members" and write the content directly to the membership; we can simply forward it and let everyone know that this is from a BLFS Member (as we only promote member events).
- Members can contact Randy Brock at blfspolk@gmail.com and he will send status and renewal instructions. A motion was made that the treasurer's report be approved. The motion was seconded, a vote taken and the report was approved unanimously.

COMMITTEE REPORTS:

- Ashley Vogel, Chair of the Educational Committee, offered flyers for the presentation, “Shedding Light on Senior Myths.” Members can schedule a presentation and use the flyers for announcing the event.
- **Advertising in the Directory:** Liz Craven announced that there is going to be a new method for advertising in premier positions (back cover, inside covers, center) as more than one member has expressed interest in these positions. She explained that the board made a decision on how to fairly choose the premier advertising positions by holding a drawing at a monthly meeting. An e-mail will be sent out announcing the positions and the costs; those who are interested can submit their names by the next meeting. A drawing will be done at the next meeting for each advertising position and a backup will also be selected. Liz Craven echoed the importance of signing up for advertising when the e-mail arrives as there are limited positions for premium advertising. She reiterated that only members are going to be included in the directory and the information comes from the web site link, Summary of Services; members were encouraged to make certain the information is correct and it is the responsibility of the members for updating their information. 20,000 directories will be printed. If you need directories, let us know and we will get them to you.
- Larry announced that BLFS will be sponsoring the Cribbage Event at the Polk Senior Games. The cost is \$500. This event will give BLFS significant exposure.
- **Polk Place**, a talk show on Polk Government TV, featured BLFS on June 25, 2013. Cindy, Larry and Dorene were able to discuss the missions and benefits of BLFS. The link is featured on the BLFS website for those who have not had a chance to see it.
- **Grandparents Essay Contest:** Temi Charrier made an announcement about Polk County Week starting November 15-22, and that BLFS is sponsoring Grandparents Essay Contest. She asked for volunteers to assist.

SPEAKERS AND LOCATIONS:

- The August 21, 2013, meeting will be at Winter Haven Hospital Center for Behavior Health; the program is All About Our Memory Clinic with Doctor Reddout

SOCIAL MEDIA:

- Dorene Yates asked that people look for the Face Book page and tag themselves as well as like the page. She also mentioned that members could post their events to Facebook; if they will e-mail the details to her, she will post it for them.

GUESTS AND MEMBER INTRODUCTION

- Jenny Wolfe of Cornerstone Hospice, 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.

HOST

- Jill Dobson, Director of Palm Terrace of Lakeland, gave a welcome and explained the facility amenities and offered a tour afterwards. She pointed out the symbolism of the pineapple which is a symbol of their special hospitality experiences for their short term and long term guests. Thank you for the Chef Keith for preparing a delicious breakfast!

GUEST SPEAKER

- Today was the annual networking event. Members were encouraged to hand out brochures and business cards and take time to talk to each other about services that they provide for seniors of Polk County.

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 July 17, 2013.