



BETTER LIVING FOR SENIORS MONTHLY MEETING

June 19, 2013

Board Members Present:

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

MEETING LOCATION:

- Our location and breakfast was hosted at Auburndale Oaks Healthcare Center, 919 Old Winter Haven Road, Auburndale, FL.

MEETING CALLED TO ORDER:

- The meeting was called to order by Cindy Clouse, President at 9:12 a.m.

APPROVAL OF MINUTES

- A motion was made that the minutes from the May 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 \$12, 487.94 in the bank.

MEMBERSHIP REPORT

- BLFS is growing! Randy explained how to view and edit profiles on the BLFS Website. We have 188 current active members and 23 inactive. 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.
- Cindy Clouse announced that BLFS is gearing up for the 2014 Directory. She mentioned that only current members are listed in the directory; some may not be aware that their membership has expired, so it is important to check. Randy

mentioned that the summary of services is important to review. Liz Craven echoed the importance of signing up for advertising as there are limited positions for premium advertising in the directory.

- 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 is a talk show on Polk Government TV and Cindy has been invited to present BLFS on June 25, 2013.

SPEAKERS AND LOCATIONS:

- The July 2013 meeting will be at Palm Terrace of Lakeland, 1919 Lakeland Hills Boulevard, Lakeland, FL 33805.
- July is the Annual Social Event, a time of extended networking. Please bring brochures and business cards to share.

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.

GUESTS AND MEMBER INTRODUCTION

- Greg West 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

- Lisa Love, Business Development Director of Auburndale Oaks Healthcare Center, gave a welcome and explained the facility amenities and offered a tour afterwards. She introduced Malkia Walden, Administrator. Thank you for the delicious breakfast!

GUEST SPEAKER

- Maureen Kelly, President and CEO of West Central Florida Area Agency on Aging/Aging and Disability Resource Center (WCFAAA), presented a Legislative Update. She discussed the mandated managed care program and her presentation was titled “Road Map Individual Enrollment Process into SMMC LTC Program Services” which goes into effect February 1, 2014. She explained that WCAAA will be the gatekeeper and is creating a system for all new clients going into the Medicaid System and make it easy for seniors to navigate the system.

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 June 19, 2013.