



BETTER LIVING FOR SENIORS BOARD MEETING

September 11, 2019

Home Instead

810 E. Main Street, Lakeland, FL 33801

Board Members Present:

Kari Gomez
Daniel Gonzalez
JayDee Hackney
Jaya Koovackal

Tasha Saca, Chair
Michelle Shiver
Liz White

The meeting was called to order by Tasha Saca at 8:48 a.m.

Minutes

A motion was made by Liz White to approve the Board Minutes from the August 2019 meeting, the motion was seconded by Jaydee Hackney, a vote was taken, and the motion was carried unanimously.

New Business

If someone is already a member (\$75) and wants to be a sponsor how do they pay?
There is no selection on the website.

- Send/bring a check for the difference

Old Business

Ligon Marketing

- Tasha and Jaya met with Lori with questions raised at the last board meeting.
- Ligon will reevaluate the current invoice based on the board managing the website and not requiring hour from Ligon.
- Tasha requested a contract for a hosting fee with a lower rate as had been discussed previously - \$40.

Eldercare Guide

- Tasha and Jay spoke with Liz Craven who explained the increased cost of last year's booklet was due to increased pages and special requests from Greg West. \$800 per page.
- Discussion: to lower cost we will restrict content to Name, Phone, Email, and website. Board and Sponsorships will continue to have a page as in previous year.

A motion was made by Rachel Carmack and second by Jaydee Hackney that we approve the decrease of content in the Eldercare Guide. **Motion Passed**

- Discussion on logistics for updates for the Guide
 - Website will contain the organization profile

- Reminder email will be sent by Tasha with instructions to update and renew.
- Kari and Rachel will have computers onsite at meetings enabling new members to register on site.
- Sign-in needs to know how many for each organization. At this time it is two.
- Liz will send her membership list to Tasha.

Memberships/Sponsorships

- The September meeting Tasha will conduct a walk through on the big screen on how to renew.
- Tasha will send email through mail chimp.
- Copies will be on each table of memberships that have lapsed.
- Tasha will call all sponsors prior to the next board meeting asking them to renew.

Treasurer's Report – Jaya Koovackal

Balance on Hand: \$7069.21

Income: \$1129.75 (Sponsorship, membership)

Outgoing: \$ 99.65 (Lakeland Vision, Storage Unit Rental)

A motion was made by Jaydee Hackney and second by Rachel Carmack to accept the treasurers report. **Motion Passed**

Education Committee

Kari Gomez, Education Committee Chair reported:

- Committee: Kari, Michelle, Donna Kay and Greg West
- Flyers are being distributed and confirmed the BLFS email as info@BLFSPolk.com
- Kari had difficulty logging in to the email; Jaya fixed the issue at the meeting.

Meeting Locations and Speakers

- September meeting location is Gardens of Lake Alfred (formerly Southern Gardens). Speaker is Louise Kuryeka from "Everything Together" – National Speaker
- October Meeting – Meals on Wheels Winter Haven (Elections)

Next Board Meeting

Wednesday, October 9, 2019, 8:30 a.m., Home Instead, 810 E Main St, Lakeland, FL 33801

Adjournment

9:45 a.m.

Respectfully submitted by Michelle Shiver, Secretary of BLFS on September 12, 2019.