

**MINUTES**  
**STRATEGIC ACTION PLANNING GROUP ON AGING**  
**Monday, October 26, 2015**

Attendance: Claire Anderson, Rob Andresen, Donna Baros, John Barry, Anne-Maria Braga, Karen Brown, Wade Buchanan, Steve Child (by phone), Dale Elliott, Doug Farmer, Susan Franklin, Christian Itin, Mindy Kemp, Eliza Lanman, Ben Moultrie, Jean Nofles, Dave Norman (by phone), Jim Riesberg, Vicki Rodgers, Jennifer Schaufele, Sharron Williams

Others Present: Elizabeth Garner, Rich Mauro, Kelli Fritts, Liz Owens, Jerry Stigall, Ed Shackelford, Tony Tapia, Bob Semro (by phone), Rita Fitzpatrick (by phone), Michelle Kelly Jones (by phone)

1. Call to Order and Roll Call  
Chair Jim Riesberg called the meeting to order at 9:05 p.m. Roll was called and a quorum was present.
2. Approve Agenda  
The agenda was revised and approved by unanimous consent.
3. Approve Minutes of October 12 Meeting  
The minutes for the October 12, 2015 meeting were approved unanimously.
4. Public Comment  
There was no public comment.
5. Status of Contract with Project Administrator  
Jim Riesberg reported the contract for project administrator and staffing services with The Keystone Policy Center has been signed but is waiting for final approval by the State Controller. It is expected to be completed before November 1.
6. Introduce Keystone Policy Center  
Jim Riesberg introduced Lorez Meinhold, Project Administrator and Cally King, Staff Assistant from The Keystone Policy Center. They each made remarks introducing themselves and previous work to the group. Lorez noted Lisa Carlson from Engaged Public and Mike Saccone, Keystone Communications Director also are part of the team.
7. Proposal from Bell Policy Center to convene Communications and Fundraising Group  
Wade Buchanan suggested it would be a good idea for the communications staff of the agencies represented on the planning group to get together to discuss what is needed for the planning group to develop a consistent voice in its public education efforts and to initiate development of a fundraising strategy. He offered the Bell Policy Center's Communications Director, Liz Owens to coordinate the

## STRATEGIC ACTION PLANNING GROUP ON AGING

Friday, September 25, 2015

communications discussions and Julie Pecaut, the Bell's Development and Operations Director to convene the fundraising strategy meeting. It was pointed out there also may be other stakeholders with resources to offer to the planning group. These meetings would provide input to the Keystone staff for their communications and development work with the group.

### 8. Strategy to Engage Public Input

The planning group discussed the need to reach out to individuals and groups all around the state to tap into the resources of knowledge and experience available. It was stated there is a particular need to increase diversity of perspectives from rural areas and the business sector. Suggestions included developing a standardized message in plain language. Jim noted he has been attending various community meetings in Weld County to talk about the planning group. It was noted public education and engagement should involve both the communications from the planning group and the input from members of the community.

### 9. Reports

The Technical Advisory Committee had no report, as it had not been able to meet yet. Jim reported the Executive Committee met on October 15 at 11:00 a.m. at the Westin Hotel downtown. The agenda included the project administrator contract language, developing today's agenda, a discussion of The Bell's communications and development offer, the strategic plan and ideas for public input.

### 10. Election of one person to the Executive Committee

As Eliza Lanman has resigned from the Executive Committee, Jim opened the floor to nominations for a replacement. Vicki Rodgers nominated Dave Norman, seconded by Ben Moultrie. Dave was elected by a unanimous vote.

### 11. Update and Discussion of Contract for Data Analysis and Projection

Reporting Mindy Kemp reported the RFP committee met at the Department of Human Services on October 22 to review the draft description and scope of work for the contract. She said the group recognizes it is essential to get the data contractor on board soon but the committee also decided to take a little more time to be really clear what will be expected of the contractor. The committee will work with the Technical Advisory Committee on this and the goal is to have the RFP ready for the planning group to approve at its December 7 meeting. Bob Semro noted there could be more than one data contractor, depending on what research and what expertise is needed. Ben Moultrie emphasized the importance of the upcoming strategic planning process in informing the parameters of the RFP.

### 12. Discuss Plan of Work

Claire Anderson introduced the handout she and Jennifer Schaufele and Jerry Stigall developed last Friday. She described the six subcommittee themes they

## STRATEGIC ACTION PLANNING GROUP ON AGING

Friday, September 25, 2015

are suggesting – Built Environment, Workforce Development, Access to Health Care, Long Term Care and Related Services, Retirement Security, and Outreach and Communication. Jennifer noted they focused on what was in the bill but also took into account previous discussions of the planning group. Jerry explained the inclusion in the handouts of outcomes associated with each subcommittee. He also explained they drew a distinction between outcomes and strategic initiatives.

Jean Nofles proposed adding an outcome to the Outreach and Communication subcommittee that community leaders understand the importance of the aging of the population. Wade Buchanan suggested a public budgeting/finance subcommittee be added. The revenue and expenditure impacts of the aging of the population will be so big they need to be addressed but it isn't clear how this is captured in the other subcommittees. The group discussed two aspects of this issue: that funding constraints need to be a consideration when it comes time to prioritizing strategies but also that public budgeting/finance is such a critical issue it should be a separate subcommittee. It also was noted HB 15-1033 encourages the planning group to recommend cost savings. Christian Itin moved, seconded by Wade Buchanan to create a subcommittee theme of Public Finance and that the objective commentary and performance measures for each subcommittee include an assessment of feasibility and costs.

In the discussion following the motion, with some group members expressed concern that housing and transportation were combined under the Built Environment subcommittee theme, instead of being separate subcommittees. Additional comments were made in the following areas: suggesting LTC and Related Services should be two subcommittees; that Retirement Security really is Family Economic Security – a broader category that includes caregiving, catastrophic illness, financial exploitation, etc.; that Access to Health Care also should be broadened to include overall health – community engagement, connections, etc.; that information technology and best practices should be considered in each subcommittee.

One suggestion for revising the subcommittee themes included Physical Community, Workforce Development, Health & Wellness, Long & Short Term Services and Supports, Economic Security, Communications and Outreach, and Public Finance.

The planning group also had a discussion about whether they should take time to create a vision and mission. It was noted there is language in HB 15-1033 that lays out the planning group's vision and mission. Also, the bill grew out of frustrations that a lot of good work has been done regarding the aging of the population but there was no comprehensive strategic plan to do anything about it. One suggested vision was: "A society that has fully reconciled itself that over the last century we have created a degree of longevity, a period of life previously never expected, and it is a permanent change." It was suggested the mission is to create and seek to implement the strategic plan called for in HB-15-1033.

## STRATEGIC ACTION PLANNING GROUP ON AGING

Friday, September 25, 2015

Chairman Riesberg expressed the importance of all planning group members being involved in the subcommittees and that the subcommittees already created have meetings before the November 9 planning group meeting. It was further commented that the subcommittees need to get started and changes can be made later as needed. It also was noted there is interest outside of the planning group in participating in the subcommittees.

Christian and Wade withdrew their initial motion and Wade moved, seconded by Dave Norman, for the group to trust Claire and Jerry to take the discussion and come back at the next meeting with subcommittee names that add Public Finance and present a mission and vision for the group's consideration. The motion passed unanimously.

### 13. Sub-Committee Formation and Guidelines

[NOTE: The names of the subcommittees used in this summary are for recording the volunteers only; the names may be changed by the planning group.] Christian Itin volunteered to chair the Workforce Subcommittee and convene a meeting before the next planning group meeting. Ben and Elizabeth volunteered for that committee. Ben, Donna and Wade volunteered for Family Economic Security. Dale and Dave volunteered for LTC and Supported Services. Jean volunteered for Communications & Outreach. Jean and Wade volunteered for Public Finance. Christian, Sharron, Eliza and Vicki volunteered for Health & Wellness and Vicki volunteered to convene the first meeting. Eliza, Steve, Rob (willing to co-chair), Jennifer and Susan volunteered for Physical Community (transportation/mobility).

It was noted the Project Administrator will soon be on board to help with this, including working on guidelines for the subcommittees for consideration at the next meeting, developing the charge for each subcommittee, and a plan for reaching out for outside membership. Jerry also will be available initially to work with the subcommittees to develop their strategic framework and themes.

### 14. Public Comment

Ed Shackelford commented on the need for more diversity on the subcommittees to include Republicans and the business community. Tony Tapia (Latino Age Wave) suggested the strategic framework should explicitly address issues related to Latinos, communities of color and low income communities. He added that intergenerational issues also need to be incorporated, as does the role of technology.

### 15. Other Business: Tabled

### 16. Next Meeting

Next Meeting is November 9th, 1:00 p.m. - 4:00 p.m.

### 17. Adjournment

STRATEGIC ACTION PLANNING GROUP ON AGING  
Friday, September 25, 2015

The meeting was adjourned at 12:15 p.m.