



VENTURA COUNTY AREA AGENCY ON AGING ADVISORY COUNCIL MEETING

March 10, 2021

9:00 a.m. to 11:00 am

Area Agency on Aging Advisory Council Center
646 County Square Drive, Ventura

Via Zoom: <https://zoom.us/j/92625890902>

VCAA Advisory Council Role – To provide leadership, input, and advocacy as facilitators between VCAA and the community, in support of VCAA's mission.

VCAA Role – VCAA is the responsible agency to seek, serve, administer and manage available funding to ensure resources are allocated to serve Ventura County, creating integrated community-based services where older adults and people with disabilities can age in their community with dignity and respect.

AGENDA

- 9:00 a.m.
1. Call to Order and Agenda Review
Suz
Montgomery
 2. Pledge of Allegiance
Suz
Montgomery
 3. Approval of Area Agency on Aging Advisory Council Minutes of January 13, 2021
Suz
Montgomery
 4. Public Comments

Procedure: The public is welcome to comments. All comments not related to items on the agenda may be made at the beginning of the meeting only. Comments are limited to three minutes per person.
 5. Consent Agenda Items
Suz
Montgomery
 - 5.1 Employment Committee Report from January 22, 2021
 - 5.2 Transportation Committee Report from January 13, 2021
 - 5.3 Health and Nutrition Committee Report from January 20, 2021
 - 5.4 Optimal Aging Committee Report from January 27, 2021

DISCUSSION ITEMS/PRESENTATION/MOTION

6.1	VCAAA Nominating Committee Report and Election of Advisory Council Officers for FY 2021-2022 and Reappointment of One (1) Service Provider and One (1) Focused Population Seat for FY 2020-2022.	Marcy Sherbok
6.2	VCAAA Nominating Committee Report and Election of (1) Service Provider – Health Care, (1) Consumer Seat, (1) Focused Population Seat – Behavioral Health for a Two Year Term (2021-2023) and (1) California Senior Legislature Representative for FY 2021-2025.	Toni Olson
6.3	VCAAA Covid 19 Response Update	Victoria Jump
6.4	Recommendation for the Executive Committee to approve the Planning and Allocation Committees Recommendations in regards to FY 2020-2021 one-time-only funding from the California Department of Aging ¹	Victoria Jump
6.5	Recommendation for Executive Committee to Approve and Make Modifications to the FY 2021-2022 Strategic Plan based on Public Input and Forward to the Ventura County Board of Supervisors for Approval (Due to CDA May 1, 2021) ²	Victoria Jump
6.6	Long Term Care Ombudsman and Access to Facilities Update	Sylvia Taylor Stein
6.7	Things you Should Know – COVID Rent Rules	Mike Williams
6.8	PIO and Outreach Update	Jannette Jauregui

INFORMATIONAL ITEMS

7	Advisory Council Committee Membership FY 2020 – 2021	Suz Montgomery
8	Advisory Council Meeting Schedule for FY 2020-2021	Suz Montgomery
9	Other Committee Meetings: <ul style="list-style-type: none"> a. California Senior Legislature Update b. Triple A Council of California Update c. VCAAA Foundation Update d. LGBTQ Aging Coalition e. Dementia Friendly Ventura County 	Gitt/Gorback Olson Sherbok Sherbok Staff
10	Comments from the Chair	Suz Montgomery
11	Other Business	Suz Montgomery

¹ Will be ratified by the Advisory Council at the May 12, 2021 meeting

² Will be ratified by the Advisory Council at the May 12, 2021 meeting

11:00 am 12. Adjournment

Suz
Montgomery

The next meeting will be:

Wednesday, May 12, 2021 (9:00 am – 11:00 am)

Via Zoom

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Area Agency on Aging staff at (805) 477-7300 at least three days prior to the meeting.

VENTURA COUNTY AREA AGENCY ON AGING
ADVISORY COUNCIL MEETING MINUTES

Advisory Council Center
646 County Square Drive, Suite 100
Ventura, CA 93003
January 13, 2021

Advisory Council Members Present

Suz Montgomery (Chair) (Ventura CFS)	Clark Owens (Oxnard COA)
Aleta Bucklew (TO COA)	Alice Sweetland (Oxnard COA)
Antoinette Olson (Simi Valley COA)	Carol Martin (Simi Valley COA)
Danielle Anderson (Focused Population)	Deirdre Daly (Ojai COA)
Dr. Maria Munguia (SP COA)	John Gardner (Camarillo COA)
Karen Gorback (CSL)	Loretta Allen (Thousand Oaks COA)
Lori Harasta (Ventura COA)	Marcy Sherbok (Focused Population)
Smita Dandekar (Supervisory Appointee)	Martha Shapiro (Service Provider)
Sue Tatangelo (Focused Population)	Sylvia Stein (Focused Population)
Tony Gitt (CSL)	John Posta (Thousand Oaks COA)

Advisory Council Members Absent

Joyce Pinkard (Supervisory Appointee)	Bill Nugent (Ojai COA)
Bill Cunneen (Supervisory Appointee)	Ari Larson (Filmore COA)
Mike Williams (Service Provider)	Dr. Allen Zatzkin (Camarillo COA)

VCAAA Staff Present

Victoria Jump	Monique Nowlin
Brian Murphy	Haleh Hashemzadeh
Denise Noguera	Jannette Jauregui
Joaquin Serrato	Jakeline De Leon

- 1. Call to Order and Agenda Review** – The meeting was called to order at 9:03AM by Chair Suz Montgomery.
- 2. Pledge of Allegiance** – The Pledge of Allegiance was led by Chair Suz Montgomery and everyone participated in a moment of silence for our country and our nations Capitol.

3. Approval of Area Agency on Aging Advisory Council Minutes of November 12, 2020 – (Olson/Gorback/Passed)

4. Public Comments – Received public comments addressing the Behavioral Health Needs of Older Adults by Dr. Sevet Johnson, Peter Schreiner, and Mary Haffner.

5. Consent Agenda Items – All committee reports were approved (Gorback/Owens/Passed).

- Employment Committee Report from November 19, 2020 – Karen Gorback announced that the next meeting will be Friday, January 22, 2021 at 10AM on zoom. She invited the committee members to the meeting.
- Transportation Committee Report from December 2, 2020 – Tony announced that there will be a meeting after this Advisory Council Meeting at 11AM, January 13, 2021.
- Health and Nutrition Committee Report from September 30, 2020 – Sue Tatangelo gave a brief update on the September 30th meeting and announced that the next meeting will be Wednesday, January 20, 2021 at 1PM.

6. DISCUSSION ITEMS/PRESENTATION/MOTION

6.1 VCAAA Covid Update – Victoria Jump gave an update on VCAAA's Covid-19 efforts. In the weekend of January 4th, 2021 VCAAA served over 3 million meals to the county's population. Victoria gave a brief overview of Project Room Key and Project Quarantine. She mentioned that on January 5, 2021, the Board of Supervisors approved a contract to expand VCAAA's Great Plates Delivered Program. There are about 2500 people in the Great Plates Delivered Program and as of that day, January 13th, 2021, there is an expanded version of Great Plates and it may serve up to 500 people. The CEO's office has provided about 40 million dollars in providing support and services. Victoria gave an update on the COVID CARE KITS and gave an update on the google speakers and the tables that are being provided to the agency. Sabrina introduced herself and commented that she is reaching out and connecting with the community to help have access to these tablets.

6.2 Continued Discussion to Address the Behavioral Health Needs of Older Adults – Monique gave a brief update on what has been discussed in past meetings for the Behavioral Health Needs of Older Adults . She introduced Dr. Sevet Johnson, who is the Director of Ventura County Behavioral Health, who mentioned that she will be speaking on what is transpiring from her perspective on how VCAAA's and Behavioral Health's relationship is moving towards efforts to increase Behavioral Health for Older Adults. Dr. Sevet Johnson introduced Mary Haffner and Pete Schreiner, the Clinical Administrator of the Older Adults Program. Peter Schreiner gave a brief overview of the Older Adults Program and the services they provide to their

clients. He also shared how they have helped their clients through the pandemic and how their services have changed to help them through the pandemic. Dr. Sevet Johnson then added an overview on the clients they serve through their Adult Outpatient Clinics, she mentioned that they serve a total of 887 clients that are 60 years plus. Suz Montgomery asked if there are any efforts in helping the population that is non-seniors and comments that they should focus on this population as well. John Gardner comments on that as well and agrees with Suz Montgomery. Mary Haffner introduces herself and gives an overview of her background and the efforts she is making in helping the population that is non-seniors. Dr. Sevet Johnson then addresses Mary Haffners comments regarding the behavioral health for non-seniors. Chair Suz Montgomery suggests having another zoom meeting discussing what is necessary and still needed regarding behavioral health for seniors and non-seniors. Lastly, Dr. Sevet Johnson finishes her overview on the partnerships with Behavioral Health.

6.3 PIO and Outreach Update – Jannette gave an update on Outreach, she mentioned that she has been handing out flyers to other agencies, putting the flyers out on the website and making sure that people have access to all the programs that are being offered. She gave an update on the COVID CARE KITS video with CEO Mike Powers. She then gave an update on the Letters of Support; more than 9000 letters have been received since September 2020. She gave an update on the VCAAA website. She gave an update on the VCAAA Foundation website and the new issue of Live Well. Live Well will be available the same week of this meeting. Lastly, Jannette presented a video that documents the year of 2020.

INFORMATIONAL ITEMS

- 7. Advisory Council Committee Membership FY 2020 – 2021** - The list was included for informational purposes.
- 8. Advisory Council Meeting Schedule for FY 2020 – 2021** - The meeting schedule for FY 2020 – 2021 was included for informational purposes.
- 9. Other Committee Meetings:**
 - a. California Senior Legislature** – Karen and Tony provided a brief update on CSL and presented an overview of the CSL Legislative Priorities for 2021 through a PowerPoint presentation.
 - b. Triple A Council of California Update** – Antoinette thanked everyone on behalf of Ventura County and announced that they will have their next meeting in March.

- c. **VCAAA Foundation Update** – Marcy gave a brief update on VCAAA Foundation. They had a meeting the day before, January 12th, 2021. She announced that Jannette Jauregui is designing a marketing flyer that touts all the things the organization has accomplished and asks for donations. She also announced that they are recruiting more board members, specifically someone who has fundraising and accounting experience.
- d. **LGBT + Aging Coalition** – Martha gave a brief update on the LGBT + Aging Coalition. She mentioned they had a zoom training for their VCAAA subcontractors and are working on the website that is part of the VCAAA website. She announced their next meeting is January 14th at 2PM. Jannette presented the website for the LGBT + Aging Coalition.
- e. **Dementia Friendly Ventura County** – Haleh gave a brief update on the last meeting for Dementia Friendly on January 6th, 2021. They are working on new flyers and signs that will go out to community members soon. She announced that they have started giving out Robotic Pets to individuals who are living by themselves or suffering from Dementia and Alzheimer's.

10. Comments from the Chair – The chair, Suz Montgomery, thanked the committee members and VCAAA staff members for their support, participation, and leadership.

11. Other Business – Antoinette thanked our chair, Suz Montgomery, for her leadership. Jannette shared a quick video clip of a VCAAA social worker, Ana Lett, giving her client a robotic pet. Lastly, Alice Sweetland mentioned that Jaqui Irwin will be having a Facebook Live regarding when the vaccines will be available, on January 14th, 2021 at 6PM.

12. Adjournment - The meeting was adjourned at 11:09 a.m.
(Owens/Olson)

Agenda Item #5.1

TO: VCAAA Advisory Council Members
FROM: Karen Gorback – Chair
DATE: March 5, 2021
SUBJECT: **Employment Committee Report from January 22, 2021**

Committee Members Present

Karen Gorback
Suz Montgomery
Toni Olson
Loretta Allen

Committee Members Absent

VCAAA Staff Present

Monique Nowlin
Jakeline De Leon

- 1. Welcome** – The meeting was called to order at 10:05AM by Karen Gorback. No quorum was present.
- 2. Public Comments** – None
- 3. Employment Presentation** – Karen shared her screen and gave a PowerPoint presentation on how to find employment. She covers the topics of What Employers Want, How to Age-Proof Your Resume, The Best Ways to Find a Job, how to “Pivot”, Why Remote Jobs Offer Opportunities for Many People, and lastly How to Succeed in Online Interviews. After the discussion all committee members gave feedback on her presentation. Afterwards the committee members agreed on an idea to interview older adults for 2 minutes in working experience. Lastly, it was agreed upon the committee members to have a practice workshop to go over the entire program, March 12, 2021 at 10AM.
- 4. Next Meeting** – March 18, 2021 at 10AM.
- 5. Adjournment** – The meeting adjourned at 10:30AM.

Agenda Item #5.2

TO: VCAAA Advisory Council Members

FROM: Carol Martin, Committee Chair

DATE: January 13, 2021

SUBJECT: **Transportation Committee Report from January 13, 2021**

Transportation Committee Members Present

Clark Owens
Tony Gitt
John Posta
Carol Martin
Carol Martin (Chair)

VCAAA Staff Present

Monique Nowlin
Jakeline De Leon
Brian Murphy
Jannette Jauregui
Jason Sagar

- 1. Welcome and Introductions** – The meeting was called to order by Monique at 11:13AM.
- 2. Public Comments** – No Public Comments
- 3. Elect a Transportation Committee Chair** – Carol Martin was voted to be chair and is now chair of the Transportation Committee of VCAAA.
- 4. ElderHelp Transportation Update; Ticket Availability; Uber Advance** – Monique introduced Jason and gave a small overview of what he has been working on. Jason gave an update on ElderHelp Transportation. Now there are no tickets being provided due to all transportation agencies agreeing that they are not charging fares during this time. Not providing tickets has helped them save funding and they are using this money for Medi-Rides and other ElderHelp programs. Jason mentioned that they are doing this due to eliminating the amount of contact with the drivers.

- Tony asked Jason if the Medi Rides will be used to take people to vaccinations sites. Brian answered to Tony's question and said they will be providing rides to vaccination sites. Tony suggested a section for transportation for vaccine sites or scheduling section for vaccines in the VCAA Website. Monique suggested to listen to the Board meetings regarding the COVID vaccines and Brian suggested the Public Health Website for updates as well. Brian gave an overview of the door to door transportation. Jason added more information on the door to door transportation regarding the vendors.
5. **Overview of Transportation Tab on VCAA Website** – Jannette gave a small overview of the transportation website. She shared her screen with the committee and demonstrated what is in the transportation webpage. Jannette suggested using or creating an information sheet. Jannette then addressed Tony's questions about resources during COVID and demonstrated where on the VCAA website one can find resources regarding COVID. Tony and Jannette agreed making the transportation webpage bigger and clearer. All members agreed to add the resources on the COVID webpage to the transportation webpage. Jason also suggested to have a fillable transportation request form on the transportation webpage. Carol has asked if anyone has reached out to the grocery chains for assistance. Jannette addressed her question and stated that many grocery stores are no longer having senior hours, but she will try to reach out and ask for assistance.
 6. **Staff Update on Directives and Next Steps** – Monique stated that there will be information sheets in both Spanish and English.
 7. **Next Meeting Date** – The meeting was changed to right after the Advisory Council meetings. The next meeting will be March 10, 2021.
 8. **Adjourn** – The meeting was adjourned at 11:59AM (Owens/Gitt/Passed).

Agenda Item #5.3

TO: VCAAA Advisory Council Members

FROM: Sue Tatangelo – Chairperson

DATE: January 20, 2021

SUBJECT: **Health and Nutrition Committee Report from January 20, 2021**

Committee Members Present

Sue Tatangelo
Smita Dandekar
Dr. Maria Munguia
Toni Olson
Carol Martin

Committee Members Absent

John Gardner
Ari Larson
Lori Harasta
Alice Sweetland
Loretta Allen

VCAAA Staff Present

Monique Nowlin
Jaky DeLeon
Julianna Eusanio
Jannette Jauregui

1. **Call to Order** – The meeting was called to order at 1:00 pm. A quorum was not present.

2. **Review of Health and Nutrition Goal Matrix and Development of New Objectives**
 - The committee reviewed the draft goal matrix, focusing on goal #4. Sue put up for discussion including the Caregiver Resource Center, if goal 4 will stay the same. Dr. Maria Munguia and Toni agreed with Sue. Smita then suggested putting the full names of the acronyms in parenthesis. Dr. Maria Munguia then suggested making sure that everything is culturally and linguistically accessible for everyone in the community. Monique agreed to Dr. Maria’s suggestion and agreed to adding that as an overarching goal. The goal was then agreed by all members to turn that into Goal #5. Goals #1, #2, and #3 were developed by the committee previously with some objectives already having been completed. This list is not definitive, the committee will continue adding to and refining the goals and objectives over the coming months.

 - Goal 1 - Promote population health and prevention through community engagement and increase public awareness of the food insecurity issues facing seniors in Ventura County and promote nutrition counseling and education to ensure that older adults

have access to nutritional meals, fresh fruits, and vegetables; as well as information to make healthy choices.

Objectives		Steps	Status
A.	Expand nutrition counseling and education to all communities in conjunction with fall prevention evidence-based classes	Pull stats and determine which area is most in needed – Q data, food insecurity data by community	Completed Feb 2020
B.	Create awareness of programs and provide list of available places to get food	1. Get a copy of the Human Services Agency food sites and determine if list is okay to provide or more research is needed. Develop flyer and outreach in regard to the nutrition program	
		2. Duplicate and/or modify and rebrand list	
		3. Expand number of nutrition placemats	
C.	Increase participation in the senior nutrition program targeting those most in need and underserved communities.	1. Provide input into FY 2020-2021 RFP for the SNP program regarding meals to be served in each community	Completed Feb 2020
		2. Eliminate any wait lists for current program	Completed Feb 2020
		3. Determine where the need is: a) Look at Cal fresh recipients over 60 by city b) look at Medi-cal aid codes by city over 60 for disability? IH, 14, 17.	Completed Feb 2020

		4. Collaborate with Human Services Agency and put program outreach materials into application packet	
		5. Address capacity with existing partners and looking outside of meal program if necessary	In process
		6. Provide language regarding the nutrition program for newsletters	
D.	Reduce food insecurity for older adults as well as older adults with medically complex conditions through medically tailored meals	1. Explore how other AAA's have offered medically tailored meals through the senior nutrition program.	In Process Sept 2020
		2. Determine need for program	In process Sept 2020
		3. Determine feasibility and scope of program	In process Sept 2020
E.	Determine how to meet the need for food post Covid	1. Advocate for federal and state funding post covid	ongoing

Goal 2 - Collaborate with health care professionals, stakeholders and service providers to improve health and wellness for Ventura County older adults and individuals with disabilities and collaborate with health care professionals, stakeholders and service providers to address social detriments of health for Ventura County older adults and individuals with disabilities. Included would be looking at the availability of resources to meet daily needs (housing and access to food), access to health care services, availability of community-based resources in support of community living and opportunities for recreational and leisure-time activities, social supports

Objectives		Steps	Status
A.	Address social isolation and the negative impact it has on health outcomes	1. Provide digital devices and programming 2. Provide education for using devices	

		<ul style="list-style-type: none"> 3. Push out current resources such as Highway 61, Cyber Seniors, etc. 4. Facilitate zoom meetings for meal participants to eat together in English and Spanish 	
B.	Provide case management for people not currently receiving the services	<ul style="list-style-type: none"> 1. Provide more case management activities for people that are not already connected 2. Providing short term support for community organizations that have been hurt by lack of donor support due to Covid 	
C.	Provide support for caregivers to reduce the burden of chronic disease	<ul style="list-style-type: none"> 1. Continue to invest in evidence-based interventions 2. push out existing support groups that are online and develop new ones to include interpreters in real time 3. Develop a one page flyer on all 3 caregiver centers 	
D.	Increase financial literacy for older adults as there is a link between income and health	<ul style="list-style-type: none"> 1. Partner with credit union on zoom classes 	

Goal 3 - Collaborate with public agencies and other stakeholders to improve disaster planning and education for Ventura County older adults and individuals with disabilities.

Objectives		Steps	Status
A.	Educate older adults on being prepared for disasters	<ul style="list-style-type: none"> 1. Investigate if there are disaster resources that can be put on digital devices. 2. Investigate the feasibility of putting LIFE classes on zoom 	

		3. Ensure all resources are accessible	
B.	Help prepare older adults for disasters and people with disabilities	<ol style="list-style-type: none"> 1. Encourage Older Adults and people with disabilities to take the CERT training. 2. Do inventory of other agencies providing disaster preparedness 3. Provide examples of emergency preparedness plans and supplies for a “to go” bag. 4. Digital forms of plans will be available as well as a paper copy to be incorporated with the File of Life. 5. Develop outreach campaign to notify eligible order adults and people with disabilities about PSPS medical baseline. 6. Roll out Alert Find to the community. This committee will provide input on how the system will be used. 	
C.	Helping support caregivers to prepare for emergencies.	<ol style="list-style-type: none"> 1. Caregiver resource centers will work with consumers on developing a backup plans in the event of a disaster. 	
	Helping support older adult service providers in preparing their clients for disasters	<ol style="list-style-type: none"> 1. During the quarterly ADRC meeting there will be a standing item to discuss disaster preparedness and to share resources and ideas. 2. A long range goal of the committee is that disaster preparedness will be added as a goal through any 	

		community information exchange system	
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Goal 4 - Collaborate with community-based organizations to advocate for behavioral health and substance abuse programs. Support Dementia Friendly Ventura County and LGBT+ Aging Coalition initiatives for older adults and individuals with disabilities.

Objectives		Steps	Status
A.	Provide education and outreach to the medical community in regards to caring for individuals with Alzheimer’s Disease or related diseases.	<ol style="list-style-type: none"> 1. Promote the Virtual Dementia Live to Medical Office Clinics and Home Health. 2. Promote becoming a Dementia Friendly Business and/or promote becoming a Dementia Friend through training to become an advocate. 3. Encourage CBO’s to provide “Dealing with Dementia” classes for Healthcare professionals. 4. Partner with the DFVC to create a one sheet education piece for the medical community and other interested parties; Resources for their colleagues and clients. 	

B	Support caregivers and provide education to include planning for the disease progression	<ol style="list-style-type: none"> 1. Promote classes by CBO's and the Alzheimer's Association for education on disease progression (ADRD) – individuals and families. 2. Promote Advance Care Planning education and resources through LiveWell article. 	
C	Foster a community of connected support systems to include a more coordinated entry for individuals with ADRD and their support systems.	<ol style="list-style-type: none"> 1. Coordinate ADRD and Caregiver Resource Center Pop Up Resource Fair – Virtual or In Person. 	

3. Future Meeting Schedule – The next meeting is March 24, 2021 at 1:00 pm via zoom
<https://zoom.us/j/96639060159?pwd=bld5RlhLdzE4bnBFMWd2MnkvdWh4QT09>

4. Adjournment – The meeting adjourned at 2:00 pm.

TO: VCAAA Advisory Council Members
FROM: Jannette Jauregui, VCAAA Staff
DATE: January 27, 2021
SUBJECT: **Optimal Aging Committee Report from January 27, 2021**

Committee Members Present

Ari Larson
Alice Sweetland
Sylvia Taylor Stein

Committee Members Absent

Bill Cunneen
John Gardner

VCAAA Staff Present

Jannette Jauregui

- 1. Call to Order** – The meeting was called to order at 2:05 p.m. by committee chair, Sylvia Taylor Stein.
- 2. Welcome and Introductions** – Sylvia welcomed committee members. There were no guests in attendance.
- 3. Public Comments** – Sylvia announced that Kathy Terry will be retiring from the Ombudsman. Allison Peck will be replacing Kathy and will be managing volunteer services.
- 4. Discussion of Committee Roles:** The committee would like to discuss the possibility of another member taking over as chair, however this topic will be revisited at the March meeting as two members were not present to provide interest or feedback.
- 5. Discussion of Feedback from 2020 LEGACY Awards:** The committee agreed that the 2020 LEGACY Awards were a success. The committee was pleased with the increased number of nominations received, the recipients, and the presentation at the November Advisory Council meeting. The committee would like to rework the eligibility criteria for the 2021 awards to eliminate long-term care and assisted living facilities from entering as the committee feels there are too many risks associated with awarding facilities. This discussion stemmed from recent news related to Royal

Gardens in Camarillo. The committee received several nominations for Royal Gardens in 2020 and the facility was heavily considered for an award, though ultimately did not receive an award.

6. **Discussion of Committee Goals** – The committee would like to work toward projects that address loneliness and isolation of older adults, especially during the COVID-19 crisis. The committee would like to include a discussion of possible projects at the March meeting.
7. **Other Business** - None discussed.
8. **Other Committee Involvement/Notification** – None discussed.
9. **Next Meeting Schedule** –The next scheduled meeting is March 24, 2021, at 2 p.m.
10. **Adjournment** – The meeting was adjourned at 2:46 p.m. by chair, Sylvia Taylor Stein.

Agenda Item #6.1

To: Advisory Council Members

From: Marcy Sherbok, Committee Chair

Date: February 19, 2021

Subject: VCAA Nominating Committee Report and Election of Advisory Council Officers for FY 2021-2022 and Reappointment of One (1) Service Provider and One (1) Focused Population Seat for FY 2020-2022.

The committee met via zoom on January 14, 2021, to discuss the need for filing the offices. Marcy Sherbok served as chair of the committee. Committee members included Sue Tatangelo and Toni Olson.

Advisory Council Officers

Per the current by-laws, individuals are limited to serving no more than three years in one office and must be eligible to serve on the council at the time of election. The committee discussed potential officers and selected the following slate of officers to present to the Advisory Council for election at the June meeting.

Chair: Suz Montgomery (Ventura)
Vice-Chair: Karen Gorback (CSL)
Secretary: John Gardner (Camarillo)

Recommendation - The committee is recommending that per the by-laws, an election be held to determine which of the above-mentioned individuals will occupy each office. Nominations from the floor will also be accepted and added to the slate. Only those eligible for reappointment to the Advisory Council will be reconsidered.

Reappointment of One (1) Service Provider and One (1) Focused Population Seat for FY 2020-2022

Committee members also discussed the focused population seats and service provider seat whose terms expired. They include the following:

Veterans – Sylvia Taylor Stein
Service Provider – Mike Williams (Grey Law)

Recommendation – The committee is recommending that the two incumbents occupying these seats be reelected to another two-year term for FY 2020-2022.

Agenda Item #6.2

To: Advisory Council Members

From: Toni Olson, Committee Chair

Date: March 10, 2021

Subject: VCAAA Nominating Committee Report and Election of (1) Service Provider – Health Care, (1) Consumer Seat, (1) Focused Population Seat – Behavioral Health for a Two Year Term (2021-2023) and (1) California Senior Legislature Representative for FY 2021-2025.

The committee met via zoom on February 25, 2021, to discuss the need for filing the seats. Toni Olson served as chair of the committee. Committee members included Marcy Sherbok and Sylvia Taylor-Stein.

Advisory Council Seats

Per the current by-laws, individuals are limited to serving no more than two years. The committee discussed potential applicants and selected the following slate to present to the Advisory Council for election at the March meeting. For the Health Care Service provide, although four applications were received and the applicants were outstanding, the committee narrowed them down to two. For the other three seats, all applicants appear on the slate.

Service Provider (Health Care):	Katy Krul and Lynette Harvey
Consumer:	Sue Tatangelo
Focused Population (Behavioral Health):	Peter Schreiner and Rhonda Wilken
California Senior Legislature:	Rossanna Guerra

Recommendation - The committee is recommending that per the by-laws, an election be held to determine which of the above-mentioned individuals will occupy each seat. With the seats in which there is one applicant, the committee recommends that individual. Nominations from the floor will also be accepted and added to the slate. For the Service Provider, Consumer Seat, and Focused Population seat – Behavioral Health the term of the seat is March 10 , 2021 - March 9, 2023. The CSL seat is a four-year term (March 10, 2021-March 9, 2025).



**VENTURA COUNTY AREA
AGENCY ON AGING**

ADVISORY COUNCIL APPLICATION

APPLICATION FOR WHICH SEAT:

- CSL Representative
- Consumer of VCAAA Services (indicate which service used: _____)
- Service Provider – Health Care
- Focused Population – Behavioral Health

APPLICANT Katy Krul with Oxnard Family Circle ADHC

ADDRESS: Oxnard Family Circle ADHC
2100 Outlet Center Dr #380 Oxnard CA 93036

PHONE: [REDACTED]
FAX: 805-385-8846

- 1. Applicant is: (a) under 60 years of age (b) over 60
- 2. Occupation/Title Administrator
- 3. Your Employer Oxnard Family Circle ADHC
- 4. Your Email Address: katy@oxnardfamilycircle.com

- 5. Applicant:

	<u>Yes</u>	<u>No</u>
(a) is a member of a minority race	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(c) is <u>able</u> and <u>willing</u> to attend and participate in regular Advisory Council and Committee meetings.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
(d) is capable of communicating opinions as a representative of the community you are applying to represent.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- 6. Summarize your qualifications for appointment (i.e. education, training, employment, experiences, licenses, etc):

As an administrator and a CEO on the Board of Directors of Oxnard Family Circle ADHC, I have over 17 years of experience working with seniors, people with disabilities and their caregivers.

- 7. Please briefly describe why you wish to serve on the Advisory Council:

As a member of Advisory Counsel, I will be a part of advocates who create programs for the elderly and their caregivers in Ventura County.
As a service provider who shares the mission of VCAAA's Advisory Council, I want to be involved in developing and sustaining essential programs for seniors and their caregivers to stay safe, remain independent, continue living in the community, and avoid isolation and undesirable institutional placements.

8. Community Involvement/Activities:

Alzheimer's Association; VCAAA: Dementia Friendly, Fall Prevention Forum; Ventura County Veterans Collaborative; GCHP Provider Advisory Committee.

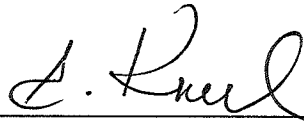
9. Special Interests:

Research in diets and cognitive rehabilitation for people with compromised memory.

10.

Applicant's Declaration and Signature

I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.



Signature

10/8/2020

Date



ADVISORY COUNCIL APPLICATION

APPLICATION FOR WHICH SEAT:

- CSL Representative
- Consumer of VCAAA Services (indicate which service used: _____)
- Service Provider – Health Care
- Focused Population – Behavioral Health

APPLICANT Lynette Harvey

ADDRESS: _____
Ventura, CA 93004

PHONE: _____
FAX: (805) 482-8957

1. Applicant is: (a) under 60 years of age (b) over 60
2. Occupation/Title Clinical Services Director
3. Your Employer Camarillo Health Care District
4. Your Email Address: lynetteh@camhealth.com

5. Applicant:

	<u>Yes</u>	<u>No</u>
(a) is a member of a minority race	<input type="checkbox"/>	<input checked="" type="checkbox"/>
(c) is <u>able</u> and <u>willing</u> to attend and participate in regular Advisory Council and Committee meetings.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
(d) is capable of communicating opinions as a representative of the community you are applying to represent.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

6. Summarize your qualifications for appointment (i.e. education, training, employment, experiences, licenses, etc):

I hold a current Registered Nursing License in CA, and have a Bachelor's degree in Nursing from Azusa Pacific University. I am a certified case manager and also have obtained certifications in both Parish Nursing and Coleman Model of Care Transitions. My background includes acute care, home health care and managed care settings with employment in hospitals, home health agencies, an independent

7. Please briefly describe why you wish to serve on the Advisory Council:

As I have traversed health care settings, I have seen the need for medical care to partner with long term services and supports (LTSS). In my past work in medical case management, the impact of the social determinants of health to one's overall health became very apparent, in particular for older adults, adults with disabilities and people of color who often experience health disparities, and yet often was not adequately addressed. As an RN, I am currently in a unique role to work in the LTSS setting while understanding the medical perspective, enabling me to bridge these two communities. The impact on caregivers is also not lost on me as I have been part of the "sandwich generation", caring for a young family and my parents at the same time and see the need to advocate for families caring for their loved ones. I would like to be a part of working across medical and social arenas to promote and encourage increased partnership for the benefit of older adults and people with disabilities. I see

8. Community Involvement/Activities:

Past board member of the Alzheimer's Association, Ventura County; Currently involved with the following:

1) Member of the leadership team of the Hospital to Home Alliance of Ventura County (HHAVC), working to improve care across the medical continuum, and increase the role and need of LTSS in this continuum.

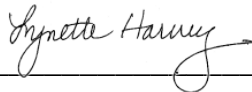
2) Lead in the Regional Coalition for Ventura County on the CA Collaborative for Long Term Services and Supports (CA-LTSS) to increase the awareness of our area

9. Special Interests:

I have had two parents who have experienced dementia and have a particular interest in helping those with this disease and their families. The work being done to educate the Ventura County community to become dementia friendly is of great importance and needs to continue as the incidence of the disease continues to rise, and I feel passionate about being a part of that work.

10. **Applicant's Declaration and Signature**

I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.



Signature

10/12/2020

Date

8. Community Involvement/Activities:

Ventura County Credit Union, Board Chair
Brain Injury Center of Ventura County, Board Chair
VCAAA Health Committee, Current Chair
Hospital to Home Alliance of Ventura County, Member
Ventura County Community Health Improvement Collaborative, Community Member
American Society on Aging, Member
AARP, Member

9. Special Interests:

Creating seamless solutions for access to care and resources for older adults and people with disabilities, long walks with friends, avid reader, binge watching a season of shows!

10. **Applicant's Declaration and Signature**

I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.

Sue Tatangelo

Signature

2/4/2021

Date



ADVISORY COUNCIL APPLICATION

APPLICATION FOR WHICH SEAT:

- CSL Representative
- Consumer of VCAAA Services (indicate which service used: _____)
- Service Provider – Health Care
- Focused Population – Behavioral Health

APPLICANT Peter Schreiner, LCSW

ADDRESS: 5740 Ralston Street Suite 200 Ventura, CA 93003 PHONE: [REDACTED]

_____ [REDACTED]

- Applicant is: (a) under 60 years of age (b) over 60
- 2. Occupation/Title Clinic Administrator, Older Adult Program
- 3. Your Employer Ventura County Behavioral Health
- 4. Your Email Address: peter.schreiner@ventura.org

5. Applicant:
- | | <u>Yes</u> | <u>No</u> |
|---|-------------------------------------|-------------------------------------|
| (a) is a member of a minority race | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (c) is <u>able</u> and <u>willing</u> to attend and participate in regular Advisory Council and Committee meetings. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| (d) is capable of communicating opinions as a representative of the community you are applying to represent. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

6. Summarize your qualifications for appointment (i.e. education, training, employment, experiences, licenses, etc):

Peter Schreiner, is currently the Clinic Administrator of Older Adult Program and Benefits Program with Ventura County Behavioral Health.
 Peter has a Master's Degree in Social Work from UCLA and is currently a Licensed Clinical Social Worker.
 Peter is a Diplomate of the Academy of Cognitive Therapy and provides coaching

7. Please briefly describe why you wish to serve on the Advisory Council:

I believe that any in-depth discussion involving evaluation and/or planning for the challenges facing older adults in Ventura County should include a mental health representative at the table.

8. Community Involvement/Activities:

Peter has provided educational presentations and trainings representing VCBH in multiple settings that include: facilitating informational presentations regarding challenges in providing services to older adult population at VA Area Agency on Aging, Suicide Prevention Conference at Oxnard College, VC Adult Abuse Prevention Council, and VC Ombudsmen. He has participated in training VC police and sheriffs in Crisis Intervention Training, training qualified professionals in 5150/5585 procedures, and providing multiple clinical trainings to staff in all levels of professional

9. Special Interests:

Use of creative strategies to address mental health issues not only in older adult population but with all ages

10.

Applicant's Declaration and Signature

I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.

Peter Schreiner, LCSW

10/14/2020

Signature

Date



ADVISORY COUNCIL APPLICATION

APPLICATION FOR WHICH SEAT:

- CSL Representative
- Consumer of VCAAA Services (indicate which service used: _____)
- Service Provider – Health Care
- Focused Population – Behavioral Health

APPLICANT Ronda Wilkin

ADDRESS: ████████████████████ PHONE: ██████████
Thousand Oaks, CA 91360 FAX: _____

1. Applicant is: (a) under 60 years of age (b) over 60
2. Occupation/Title Administrator
3. Your Employer Silverado Thousand Oaks
4. Your Email Address: ronda.wilkin@silverado.com

5. Applicant:
- | | <u>Yes</u> | <u>No</u> |
|---|-------------------------------------|-------------------------------------|
| (a) is a member of a minority race | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| (c) is <u>able</u> and <u>willing</u> to attend and participate in regular Advisory Council and Committee meetings. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| (d) is capable of communicating opinions as a representative of the community you are applying to represent. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

6. Summarize your qualifications for appointment (i.e. education, training, employment, experiences, licenses, etc):

I have more than three decades in health and human services fields as an accomplished executive, including a decade in senior specific fields. Prior to Silverado, I was was the Administrator at Caleo Bay Alzheimer’s Special Care Center for almost three years. I also spent almost 9 years with Blue Shield of California and understand many of the health insurance issues facing our senior population. Memory care is both a personal and professional passion for me going back three generations, and in January 2020 I lost my mother to Alzheimer’s. I have received awards and recognition for my work with seniors from the Los Angeles City Council, Congressman Brad Sherman and the Alzheimer’s Association where I currently serve on the S Cal Advocacy

7. Please briefly describe why you wish to serve on the Advisory Council:

Serving seniors is a professional and personal passion. I have a deep passion for the wellbeing of caregivers as well. I personally had a grandparent die from caregiver stress. I have been an advocate for older adults from active to frail for the majority of my professional career.

8. **Community Involvement/Activities:**

- Alzheimer's Association– S. Cal Advocacy Committee (2018-present) Coachella Valley Advisory Board Member (2019-present). Coachella Valley Advocacy Committee and Reason for Hope Steering Committee (2017-present). SFV Development and Memory Walk Steering Committee 2002 - 2005, Chair SFV Gala 2004
- USTA – United States Tennis Association – Team Captain – 2007 to present
- Valley Industrial Commerce Association (VICA) – 2000 – present / Board Member 2000-2006
- West Valley Boys & Girls Club – Marketing Communications Chair – 2016 to present; Board of Directors – 2010 – 2014
- Los Angeles Community Leaders - 2009 – 2015
- USC Davis Gerontology Educational Mentoring Society (GEMS) - 2015

9. **Special Interests:**

Dementia, Advocacy, Behavioral Health

10. **Applicant's Declaration and Signature**

I certify under penalty of perjury under the laws of the State of California that all the information on this form is true and correct.

Ronda Wilkin

10/14/20

Signature

Date

RONDA P. WILKIN, RCFE, CDP, APR

818.667.9133 • rondawilkin@gmail.com • www.linkedin.com/in/rondawilkin

EXECUTIVE DIRECTOR AND MARKETING/SALES LEADER

Senior Living • Executive & Regional Management • Dementia Care • Public Relations • Sales & Marketing • Community Partnerships • Stakeholder Engagement • P&L Management

Accomplished executive with 20+ years of success developing and executing innovative strategies at local and national levels; driving program growth and sales, highlighting cause and brand awareness, stimulating engagement with value on affiliation. A collaborator and connector, cementing relationships among cause, company and consumer; leveraging in-depth understanding of senior care sector develop local and regional partnerships, multi-home activities, ensure strong corporate identity, team recruitment and related senior services with customized approach and programs. **Proven leader** with daily and systems operations serving ground up, stable and turnaround organizations, actively engaging team members to develop plans for meeting performance objectives, fostering a collegial, tight-knit team engaging environment, anchored in trust and a sense of purpose.

Performance Highlights

- **Deficiency Free DSS** Survey 2018 & 2019 (JEA), Achieved **100%** Resident Occupancy
- Lead community at JEA (2019) and Pacifica (2017) to **#1** fundraising team at Alzheimer's Memory Walk, **194% increase** in fundraising over prior year (PSL) and **tripled** over prior year (JEA).
- Developed and executed program for new to market senior living community **resulting in the fastest lease up in CA (SSL)**
- Created and implemented greater marketing efforts resulting in **64% increased revenue in 2014 (BBF)**
- Placements in prominent local and national media outlets **increased to circulations of more than 2M (BBF)**
- Developed, executed internal targeted marketing initiatives resulting in **112% increase in exposure** over prior year. (BSC)
- Annually planned and executed more than **100 community events**. (BSC)
- Developed long-term plan to strategically realign giving culture resulting in **84% increase of gift dollars** (BSC)

PROFESSIONAL ACCOMPLISHMENTS

SILVERADO MEMORY CARE, Thousand Oaks, CA

2020-present

Administrator

Projected to open in late 2020, the Silverado Thousand Oaks Memory Care Community will serve 82 people with Alzheimer's disease and other memory-impairing conditions. Responsible for new community and pre-opening activities, creating awareness among the local media, elected officials, community leaders and the public. Staff hiring, training.

SUNSHINE RETIREMENT (Formerly JEA Senior Living), CALEO BAY ASSISTED LIVING AND MEMORY CARE, La Quinta, CA

2017-2020

Administrator / Executive Director -- Stabilized census challenged community and regained confidence of community and outside referral sources. Responsible for the effective financial, program leadership, operational, regulatory and administrative management of community. Strong ability to hit Key Performance Indicators (KPI) at the individual, team, department, and company levels. Drive continuous improvement for processes, projects, and programs. Significant knowledge and training in Alzheimer's and dementia protocols. Strong managerial experience in handling high acuity residents and complex behavioral issues.

- Successfully managed staff and resident families through management transition.
- Accountable for \$5 million budget.
- Achieved **100%** Resident Occupancy in 2019 with strong wait list
- Turned 2018 Q1 loss to healthy NOI for remainder of 2018 through strategic measures to control costs and increase revenue. 2019 hit KPI and produced strong NOI returns.
- **First** JEA community with majority of team completing **CDP certification**.
- **Deficiency Free** Department of Social Services Annual Survey – 2018 & 2019

PACIFICA SENIOR LIVING, Northridge, CA

2017 – 2017

Director of Sales Responsible for the implementation of the market business development initiatives to support growth objectives and strategies. Strengthen and establish referral relationships and partnership opportunities.

- **45% increase** of move-ins July – Oct 2017 vs Mar – June 2017.
- **44% increase** in Reputation scores July – Oct 2017. **Highest scores** in PSL communities for Sept close.
- Corrected 2017 challenged referral source leading to **500% increase** in Oct sales from single source.
- Consistently deliver standout online exposure to prospective and current customers by connecting through all social media platforms.

• Lead family, staff and resident engagement to **\$10K** for Alzheimer's Memory Walk. **#1** PSL fundraising community and **#1** corporate team.

THE JEWISH FEDERATION / VALLEY ALLIANCE, Woodland Hills, CA

2016 - 2017

Director, Women's Philanthropy Partnered with a diverse community of compassionate Jewish women to support the work of The Jewish Federation of Greater Los Angeles.

- Closed 2016 Women's Philanthropy campaign at **\$3.15M**; **2.3% increase** over 2015; **120+** new donors.
- Guided 87member Women's Board.
- Successfully used moves management tools to obtain new donors, endowments, lapsed donations and increases.
- Planned and executed multiple donor and community events. **20-45%** attendance increases in 2016. **7%** increase in 2017 pledges at annual women's caucus.

BEAUTY BUS FOUNDATION, Santa Monica, CA

2013 - 2015

*Nonprofit serving individuals with life-threatening and chronic illness, and their caregivers, through palliative care services and pampering products. **65% of clientele are home-bound frail seniors.***

Chief Executive Officer Strengthened struggling nonprofit with strategic leadership, fiscal management, fundraising, community relations, marketing, operations and administrative tactics.

- Initiated and developed new partnerships and effective relationships with key volunteers and donors that leveraged giving impact.
- Managed day-to-day budgets, operations and staff. Actively engaged team members to develop plans for meeting performance objectives. Restructured positions and ensured professional development.
- Implemented new automated systems and organizational change.
- Directed all aspects of fundraising. Solicited donations and funds from **\$1,000 - \$100,000+**. **62%** 2014 fundraising increase.
- Developed and executed initiatives with corporate partners for CCVs, social enterprises and sponsorships.
- Increased major fundraising event revenues. 2014: Reduced expenses **53% to 32%**, increased gross income **28%**, **increased attendance 23%**, doubled net income 2015: **40%** increase in sponsors, **32%** increase in gross income, **52%** in auction, **18%** increase in attendance.
- Increased services received and volunteer hours **45%**.
- Placements in prominent local and national media outlets increased to circulations of **more than 2 million**. Served as lead media spokesperson and advocate for the organization's mission, programs and services.

BLUE SHIELD OF CALIFORNIA, Woodland Hills, CA

2005 - 2013

Manager, Corporate Community Involvement (*Due to corporate restructure, this role was relocated to San Francisco and down-graded resulting in lay off.*) Responsible for creation and execution of community involvement programs including budget, program coordination, impact and performance management. Built a culture of giving that boosted employer brand. Scope of responsibilities included employee pro bono, volunteer, matching gifts, board service and activity programs.

- Identified, planned and implemented community involvement and philanthropy programs and activities that fostered a positive image of the organization, and helped create positive social change on key health related issues.
- Built, expanded and motivated high-performing, diverse multi-site community involvement councils and giving teams completing more than **100 community projects annually**, including **statewide, regional and location-specific** initiatives using cross-functional and cross-business alliances as a foundation for action and success.
- Developed board leadership programs and promoted corporate citizenship as leadership training and connector of constituencies for the organization. **Increased net number on community boards 59%** 2005 to 2010.
- Provided strategic and expert guidance to senior leadership on community involvement tactics and issues for personal and professional growth. **Tripled** business unit community projects as an option for team building and fostering corporate engagement.
- Developed innovative strategies and programs for engaging employees in community involvement activities. **Grew awareness to 88%** of programs for 5 consecutive years and **participation over 60%**.

- Introduced systems to assess and manage the overall impact of the Giving Strategy.
- **Increased employee matching gifts 98%** and matching **gift dollars dispersed 84%** from 2005 – 2012.
- Developed stories and ensured community involvement objectives were communicated both internally and externally.
- **Increased internal marketing pieces and exposures by 112%.**
- Spearheaded transformation of Blue Shield's strategic direction and positioning in 2010 to align giving strategies and connect causes to the business.

SUNRISE SENIOR LIVING, Inc., Southern California Region

2002 – 2004

Area Director, Community Relations (May 2003 – Dec 2004) / Executive Director (Jan 2002 – April 2003) Promoted from in-home executive director to area director to increase brand awareness and sales. *(Restructure resulted in elimination of role.)*

- Launched new home and pre-opening activities, created awareness among the local media, elected officials, community leaders and the public. Established corporate identity and brand positioning in Southern California for Sunrise and managed reputation by enhanced awareness and visibility of organization throughout region.
- Served as local media spokesperson and advocate for the organization's mission, programs and services. Handled all aspects of media relations, pitched and placed articles, built awareness and branding.
- Insured West Hills had the most successful pre-open lease up in CA, earning budgetary success and President's Club recognition and **100% occupancy.**
- Directed screening, hiring and evaluation of all facility staff and assured scheduling coverage for all departments and shifts.
- Responsible for the effective financial, operational and administrative management of community.
- Reviewed Resident Service Plans. Ensured outstanding attention to detail in resident' care and wellbeing.
- Maintained an open-door policy, ensuring positive engagement of residents, family, friends, and team members.
- Handled community relations and business development programs. Secured sponsorship opportunities and planned events to create visibility, referral base and vendor and client relationships.
- Initiated and coordinated multi-home events and worked with senior management at medical facilities to ensure visibility and shared resources/programming.
- Coordinated government affairs program for region and helped lobby bills that affect Assisted Living issues.
- Established a strong, competent management team and a variety of employee programs. Lead and inspired staff to advance careers leading to internal promotions, solid care and strong family relations. Staff management of 80 as ED.

MILKEN JEWISH COMMUNITY CENTER, West Hills, CA

1999 – 2001

Served the West San Fernando and Conejo Valleys with educational, cultural, social and recreational services and resources. 30% of center was senior membership

Executive Director/Center Director *(Center closures resulted in major layoffs throughout the LA area)* Responsible for effective financial, operations and administrative management of the largest JCC in Los Angeles.

- Recruited and identified board members and committee chairs.
- **Ended five-year deficit** and in 2000 and 2001 ensured Center ran at budget-neutral or at profit, including **400%** growth in business. Coordinated all membership recruitment programs and strategies, marketing, public relations, community relations and advertising programs, resulting in **36% membership growth**, with largest growth in family units, **up 105%**. Additionally, gift shop sales up **50%**, fitness center memberships up **70%**, nursery school and after school/childcare program enrollments more than doubled, summer camp attendance up **70%**, and added **8 specialty camps.**
- Established a strong, competent management team of up to 130.
- Initiated and developed new partnerships and effective relationships with key volunteers and donors that leveraged giving impact.
- Served as primary development executive, ensuring fiscal growth and increased self-sufficiency, helping subsidize smaller LA centers.
- Assisted in the management of staff, members, board and community through August 1999 JCC shooting.

EARLY CAREER EXPERIENCE:

CALIFORNIA CRYOBANK, Inc., Los Angeles, CA Director of Marketing, Public Relations & Client Services

AMERICAN CANCER SOCIETY, San Fernando Valley, CA Marketing Communications Specialist *(Pooling of shared resources in LA market resulted in lay off)*

EDUCATION

Bachelor of Arts Degree, California State University, Northridge -- Major: Journalism/Public Relations • Minor: Speech Communications

NOTABLES - AWARDS & RECOGNITIONS

- Alios Society – Alzheimer’s Association – 2019 and 2020
- Elite Grand Champions Club – Alzheimer’s Association – Walk to End Alzheimer’s - 2019
- Grand Champions Club – Alzheimer’s Association - Walk to end Alzheimer’s - 2017
- Community Service Business of the Year – El Dorado Hills Chamber of Commerce – Feb 2013
- Hearts and Hands Award for Employee Volunteerism, Boys & Girls Club of the West San Fernando Valley, July 2012
- Best Corporate Social Responsibility Program - Bronze Award, American Business Awards, June 2012
- Blue Shield HR Award of Excellence - 2006 & 2008; HR Stealth Award – 2011
- AFP Los Angeles Chapter National Philanthropy Day Gold Medallion for work with the Alzheimer’s Association - 2006
- Congressional Recognition (Brad Sherman) – November 2004
- Los Angeles City Council Proclamation – September 2004
- SFV Sunrise homes named “BEST” Assisted Living Community in SFV by readers of LA Daily News – February 2004
- Valley Industrial Commerce Association (VICA) Achievement Award - 2004
- San Fernando Valley Business Journal – 2003 “40 Under 40”
- Outstanding Business Achievements & Community Contributions Marketing & Admissions Professionals for Seniors (MAPS) – 2003 Outstanding Professional
- Presidents Club – Sunrise Senior Living 2003

PROFESSIONAL AFFILIATIONS & COMMUNITY LEADERSHIP

- Alzheimer’s Association– S. Cal Advocacy Committee (2018-present) Coachella Valley Advisory Board Member (2019-present). Coachella Valley Advocacy Committee and Reason for Hope Steering Committee (2017-present). SFV Development and Memory Walk Steering Committee 2002 - 2005, Chair SFV Gala 2004
- USTA – United States Tennis Association – Team Captain – 2007 to present
- Valley Industrial Commerce Association (VICA) – 2000 – present / Board Member 2000-2006
- West Valley Boys & Girls Club – Marketing Communications Chair – 2016 to present; Board of Directors – 2010 – 2014
- Los Angeles Community Leaders - 2009 – 2015
- USC Davis Gerontology Educational Mentoring Society (GEMS) - 2015
- American Cancer Society Relay for Life – 2009 – 2013
- Office of the Governor / California Volunteers Business Partners Program – 2010 - 2013
- Girl Scout Troop Leader/Advisor - 2000-2012
- Hand in Hand Family and Child Development Center - Board Chair – 2004 - 2009



APPLICATION FOR CSL CANDIDACY

PSA 18 Incumbent New Candidate

Name of Candidate Rossanna Guerra

Address [REDACTED]

City & Zip Thousand Oaks

Telephone(s) (Home) [REDACTED] (CP) _____

Email [REDACTED]

My State Senator is: Henry Stern District # 27

My State Assembly member is: Jacqui Irwin District # 44

My Congressional Representative is: Julia Brownley District # 26

For the Office of either I certify that
(Senior Senator/Senior Assemblymember)

- I am 55 years of age on election day,
- I am a registered voter
- I reside in the Planning and Service Area (PSA) for which the election is held,
- I own or have access to a functioning computer and a printer. (Note: Ideally, the printer would be an all in one printer, fax, copier and scanner.)
- I have a personal email account and basic access to and knowledge of how to use email, transmit documents, and open MSOffice and PDF documents,
- I possess the ability to take top senior concerns/issues at local level and draft them into a legislative proposal following a template.
- I have the ability to navigate the Capitol Building in Sacramento as well as my local community.
- I can commute to and from the Capitol Building in the same day.

I agree that all decisions regarding my candidacy, election and/or recall are the responsibility of the CSL JRC and are final and binding.

Signature Rossanna Guerra Date Signed February 21, 2021

Agenda Item #7

FY 2020-2021 Advisory Council Committee Membership

Advisory Council Member	Transportation	Housing	Senior Nutrition & Health Issues	Workforce	Optimal Aging	Bylaws	Other
Allen, Loretta			✓	✓	✓		
Anderson, Dani						✓	B
Buckelew, Aleta					✓		
Cunneen, Bill			✓		✓	✓	B
Daly, Deirdre		✓					B
Dandekar, Smita			✓				
Gardner, John			✓		✓		
Gitt, Tony	✓						E
Gorback, Karen				✓			A, E
Harasta, Lori			✓				G
Larson, Ari			✓				
Martin, Carol	✓		✓				
Montgomery, Suz				✓			A, B, C
Morales, Rebecca	✓	✓					
Mungia, Dr. Maria			✓				
Nugent, Bill							
Olson, Antoinette ("Toni")			✓	✓		✓	A
Owens, Clark	✓						
Pinkard, Joyce		✓					
Posta, John	✓						

Advisory Council Member	Transportation	Housing	Senior Nutrition & Health Issues	Workforce	Optimal Aging	Bylaws	Other
Shapiro, Martha		✓				✓	B, F
Sherbok, Marcy		✓				✓	A, B, C, F
Sweetland, Alice			✓		✓		
Tatangelo, Sue			✓				A, B
Taylor Stein, Sylvia					✓		B
Williams, Mike						✓	C
Zatkin, Allen					✓		

A – Member of the Planning and Allocation Committee

B – Member of Dementia Friendly Ventura County

C – Member of the VCAAA Foundation

D – Nominating Committee

E – Member of CSL

F – Member of LGBT+ Aging Coalition

G – Fall Prevention Coalition

**VENTURA COUNTY AREA AGENCY ON AGING
ADVISORY COUNCIL MEETING SCHEDULE**

All meetings are being held via zoom until further notice.

Date	Advisory Council	Transportation	Housing	Senior Nutrition & Health Issues	Optimal Aging	Employment
September	September 9 9-11 am	None	None	Sept 16 @ 1pm	Sept 23 @ 2 pm	None
October					TDB	
November	November 12* 9-11 am	None	Nov 18 @ 11 am	Nov 18 @ 1:30 pm	Nov 14 @ 2 pm	Nov 19 from 10-11:30 am
December						
January	January 13 9-11 am	Jan 20 @ 11 am	Jan 13 @ 11 am	Jan 20 @ 1:00 pm	Jan 27 @ 2 pm	Jan 22 from 10 – 11:30 am
February						
March	March 10 9-11 am	March 17 @ 11 am	March 10 @ 11 am	March 17 @ 1:00 pm	March 24 @ 2 pm	March 18 from 10 – 11:30 am
April						
May	May 12 9-11 am	May 19 @ 11 am	May 12 @ 11 am	May 19 @ 1:00 pm	May 26 @ 2 pm	May 20 from 10 – 11:30 am
June						

***Advisory Council will be meeting on Thursday due to the November 12, 2020, Veterans Day holiday.**

New Member Orientation will be on September 29, 2020 from 1-2:30 pm via Zoom. Please email Jakeline.DeLeon@ventura.org for the registration link.



Legislative Report

CSL Sponsored Bills

February 24, 2021 *(Revised)*

Bill #	AUTHOR	SUMMARY	CSL AUTHOR	STATUS
AB 98	Frazier	Health Care: Medical Goods: Reuse Redistribution This bill would require California Department of Aging (CDA) to establish a 3 year pilot program in the Counties of Contra Costa, Napa and Solano to facilitate the reuse and redistribution of durable medical equipment and home health supplies.	Baginski	Assembly Aging & Long Term Care Committee Hearing 4/6/21
AB 383	Salas	Mental Health: Older Adults: This bill would establish within the State Department of Health Care Services an Older Adult Mental Health Services Administrator to oversee mental health services for older adults. The bill would require that position to be funded with administrative funds from the Mental Health Services Fund. The bill would prescribe the functions of the administrator and its responsibilities.	Krohn (2019)	Assembly Aging & Long Term Care Committee Hearing 4/6/21
AB 848	L. Calderon	Medi Cal: Long Term Care: Personal Needs Allowance: Increases the personal needs allowance from \$35 to \$80 per month and annually adjusts the allowance by the same percentage as the Consumer Price Index.	Wilder	From Printer. May be heard in Committee on 3/20/21.
SB 675	O. Bogh	Property Taxation: Automated Clearing House Payments: Encourages every board of supervisors to establish payment systems authorizing homeowners to pay their real property taxes in monthly installments with an Automated Clearing House Payment system.	Fortunati	Senate Pending Referral.
TBD	E. Garcia	Senior Malnutrition Awareness Day	Pointer	Waiting for bill number to be assigned

CSL Support Bills

Bill #	AUTHOR	SUMMARY	STATUS
AB 14	Aguar-Curry	Internet For All Act of 2021: Prioritizes the deployment of broadband infrastructure in the most vulnerable and unserved rural and urban communities by utilizing the CA Advanced Services Fund (CASF) to provide community grants to bridge the digital divide.	Assembly Communications and Conveyance Committee
AB 23	Chen	EDD Cross Check System: By July 1, 2021 EDD would be required to cross-check all claimant information with state and county correctional facility inmate data to determine claimant eligibility.	Assembly Insurance Committee
AB 29	Cooper	State Bodies: Increasing Public Access: Requires all materials and writings associated with an agenda item to be publicly available at least 72 hours prior to any meeting.	Assembly Governmental Organization Committee
AB 323	Kalra	Long Term Care Facilities: Accountability: Updates long-term care facility citation penalties and standards for negligent care to safeguard nursing home and long-term care facility residents.	Assembly Health Committee
SB 48	Limôn	Dementia and Alzheimer’s Disease: All general internists and family physicians would need to complete at least 4 hours of mandatory continuing education on the special care needs of patients with dementia. Upon license renewal at least 10 hours of continuing education would be required. This bill would ensure that individuals living with dementia and Alzheimer’s disease receive a timely diagnosis.	Referred to Senate Business, Professions and Economic Development Committee
SB 56	Durazo	Health4All Seniors: Ensures that all low income seniors who qualify for publicly funded Medi-Cal have access to quality care regardless of Immigration status.	Referred to Senate Health Committee. Hearing 3/10/21.
SB 107	Weiner	Easing Access to CalFresh: Simplifies the CalFresh application process by requiring the Dept of Social Services to implement all elements of the Federal Elderly Simplified Application Project (ESAP) under its existing CalFresh program, including a simplified application. Additionally, this requires by 2024, all counties offer the ability to apply for and recertify CalFresh benefits over the phone.	Referred to Senate Human Services Committee. Hearing 3/9/21.
SB 221	Weiner	Timely Mental Health Care: Establishes timely access standards for mental health care follow-up appointments needed by patients in ongoing, medically necessary treatment for mental health and substance use disorders. This addresses current widespread, lengthy delays in follow-up care.	Referred to Senate Health Committee. Hearing 3/9/21.
SB 258	Laird	HIV & Aging Act: Updates definition of “greatest social need” to include cultural and social isolation caused by HIV status. This ensures older people with HIV have access to programs and services administered through CDA.	Senate Human Services Committee

