

## Meeting Minutes

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Date	May 2, 2023
Present	Bill Wittel, Cloud Conrad, Jill Crunkleton, Libby Dunahoo, David Frye, Doug Hanson, Will Hicks, Chad Black, John Copenhaver
Absent	Joe Dennis, Bill Rhoads

Bill convened the meeting at 12:00 pm.

Introductions: New Board member John Copenhaver. John stated that he is a former FEMA regional director for the Southeast region (#4) of federal government, starting in 1997 during Clinton's second term, and involved in quite a few non-profits including 501 c-3, c-6, and a c-4 lobbying group. John sees that the need for BDC's concept is starting to grow...we are standing on the shore line as the age boom brings us more and more challenges and we are watching the tsunami lift up because Boomers are aging. More and more people will enter into assisted living and will require help for mobility and everyday function. And more people will experience senile dementia, increasing the need for people who provide dementia care. But there is not a corresponding increase in numbers of positions being funded, or the training for those who will be assisting the elderly as their needs increase with age. With John's perspective in responding to emergency situations, he sees an emergency with elder care for the Baby Boomer generation. The growth in senior population is not met with corresponding growth in capability to help these people. John believes in BDC because the concept will grow in significance, geometrically over the next 2, 3, 5 years because the numbers are growing dramatically. Anything that helps us prepare to meet the need for qualified people is important to do.

### Action items from April meeting:

1. The meeting with Second Wind Dreams (SWD) will be requested for May, with a limited number of BDC members attended. (*Later in the meeting it was determined that Bill Wittel, Will Hicks, Cloud Conrad, and Doug Hanson would explore/strategize the meeting plan/talking points prior to the meeting with SWD.*)
2. A meeting at NGCF occurred yesterday, with Bill Wittel, David Frye, Will Hicks and Cloud Conrad attending. Doug Hanson described his relationship with NGCF. The organization was so excited about his plans to replicate the Atlanta Works model in Gainesville that they pushed him to get NG Works up and running. They could provide fundraising capacity in a fiscal sponsorship as a 501c3. Doug found early on that once he started getting input cash they could handle payables with the proper paperwork. But also NGCF has grants which were critical in raising extra funds, all he had to do was to request grant through application. But Doug also got referrals through them. He was careful to build that relationship and nurture it. One of the ways to nurture it is to participate in their offerings, the classes/educational programming. Doug attended all of these and it ended up creating a lot of visibility for Doug while nurturing the

relationship and they supported NGW. In transitioning out, once he received his 501c3 status he built his website so that there was a place to receive donations. NGCF moved NG Works to another fund with different (lower) fees, but there are people that still donate through NGCF. So you never lose that association with them. NGCF never disputed a single invoice, they were a very good adjunct to launching the endowment.

Chad Black disclosed that he is on the NGCF board.

3. An infrastructure to support the business plan through the end of the year is necessary. Bill Wittel is managing the books, giving presentations, forming partnerships – intending to be hands on in everything we do but sees a need for someone to start out as volunteer and maybe paid position later, someone very diligent and meticulous. We have a prospect for this role in Mary Lynne Miller, who John introduced us to. Her husband just passed from Alzheimer's. She expressed interested. But our infrastructure will be built out based on demand. The biggest demand at first is for volunteers to help with the VDTs as Tour Guides. We would like a steady corps of reliable volunteers who become knowledgeable and efficient in their roles. The next VDT (first responders, 60 leaders) is maybe in June. Doug asked if board members could take the tour at that event. There was agreement this should be pursued. (*Later, it was noted that "we should set up a tour for board members and potential volunteers".*) Bill has also talked to board members of INK. We'd like to open it up in June, maybe prototype this at INK, and then introduce more of a recurring event model once we get into new building in Oakwood.
4. There is a need for a business plan, a strategic plan – one that is realistic, that we can achieve successfully. Bill said the strategy with the first responders was to expose 15 leaders from 4 departments to the experience and then use their reaction/enthusiasm afterwards to get the buy in to offer front line training to their personnel. Chad added that continuing education requirements build in a need for repeat training for first responders. Will said the same is true for health care and that medical facilities, and organizations like Longstreet would be ideal partners for this. At the highest level, the VDT sets up demand for the education piece – additional, (ideally) hands on training to explore and experiment with applying new awareness gained during the VDT to various occupational roles. Cloud said that we have a need to find additional programs rather than relying solely on Second Wind Dreams. Jill has an alternative option to the VDT. Regarding additional training/educational programming, we can draw from existing original content created by Jill, Cloud, and from programs we are licensed to deliver (PAC, Dementia Friendly Community, etc.) to expand the education piece. We discussed the possibility of a certification program (training, examination, certification, continuing ed).

Is it feasible that we have some sort of certificate program? Training, examination, certification, requirements for continuing education. Jill's organization got a grant and joined with Brenau to develop a big education piece for a faith community. Dementia Friendly Community program has segments, objectives, an outline of basic skills, how to recognize someone, how to alter communications.

Two takeaways – First, as far as the programs we offer, the first year is education – that should be our first priority. Second, we should to set up our strategic plan for 1, 3, 5 years. We will need a strategic planning session(s) to do this. Jill has a friend who facilitated the previous planning retreat. (*Can we get access to the work products of that effort, as a place to start?*) Will suggested having a form that board members could think about and complete ahead of a retreat. Chad suggested the community room to meet for strategic planning. Doug said that with NG Works he followed models/templates - can we talk to other communities to see what they've done? Jill when we got going we were on these GARD calls and Brookhaven was tapping into local government, applying and getting grants. Libby may know what we can tap into without recreating the wheel. Since we all agreed about a strategic planning phase, we should create an agenda to organize the flow, timeline, checkpoints, roles, and deliverables of that collaboration before we begin.

What are our market segments? That is part of the business plan. This may inform our priorities. We should have a repository of data that is generated – archived material, which becomes the substance for a business plan. Someone should become the deposit point for all the data that we are sharing. A list of places for outreach. David will be the lead for this. Maybe develop a Dropbox for this archive, also Dropbox could have a business development aspect, a program aspect where we can all contribute.

Libby there is a lot of opportunity Ashley is a nurse navigator so when we talk about educating, she has perspective and expertise and material. This can become a resource that helps her but also she can help us and we have a lot of resources within the hospital. Start with leadership of EMSs and then expand out from there. Chad said that he can get us on the regional meeting for EMS.

Tony Rios told Doug that he is 100% on board so we've got the medical community in a great place. He said to let him know when we are ready and that he would help us push this through for their annual education.

Cloud shared that the website is being built, we will initially have sections to cover who we are, the programs we provide/d, events we are involved with, how to get involved, where to donate, and press materials. Section for partners, resources, and other offerings can be added as we grow. An appropriate time to launch the website might be with our press announcement to join with NGCF. (*It would be ideal to announce the first responders event date simultaneously/ concurrently.*)

The meeting adjourned at 1:10 pm.