

# BASA MINUTES

Wednesday, November 20, 2019

- 39 people were in attendance.
- **PRESENTER:** Angie Lorenzi, Business Manager, Villa Healthcare  
Angie brought Nicole, the Employee Advocate at the Villas. Nicole comes to the job with a Health and Wellness Degree and specializes in helping people function emotionally while they are on the job. Emotional Concerns and Housing Problems are the top issues she sees with staff at the facility. Her role has helped retain staff by dealing with caregiver burnout (if you keep people past 90 days you are doing well), lack of training issues and feeling a lack of appreciation. Through the implementation of a Buddy System there is always someone for you to go to in order to talk about concerns and solve problems. Her number one piece of advice is Always say Thank You!
- **SPEAKER:** Gabe Schneider, Northern Strategies 360, [gabe@northernstrategies360.com](mailto:gabe@northernstrategies360.com)  
**A Citizen's Guide to Advocacy**  
**Know your leadership:** Local leaders, Representatives, Senators etc. "If you are not at the table then you are on the menu."  
**How to be a good advocate:** Define your topic - is it local, state or federal, use your resources ([www.thomas.gov](http://www.thomas.gov), [www.legislature.mi.gov](http://www.legislature.mi.gov)) Are there others already taking the lead - can you join them? Narrow it down and write it down - KIS (Keep It Simple). Draft a white paper or a list of advocacy issues. Be an expert on your subject.  
**How to Engage:** Meet in Person, Write Letters, Call, Email, Show up for Coffee Hours, Stalk on Facebook, Build a Rapport  
**How to be Effective:** Be a consistent visitor. Do not be too broad on an issue. Be an expert - bring statistics, facts and figures.  
**How to Set Up the Conversation:** If you are going as a group choose the right participants. Narrow the focus. Choose the right timing (budgets get passed in June or July, Mondays and Fridays are always good days). Make sure you or your team are ready with talking points, background materials etc. Bring it to them personally. Don't assume they know what you are talking about. Get to the ASK.  
**Follow Up:** What's next - how do you follow up. Is there a need for a coalition? Are there State wide coalitions or associations - be involved with them. Send letters to elected officials. Email membership to keep them informed about the issues. Ask people how they would be affected by the issues.
- **STERING COMMITTEE REPORT:**  
**BASA Website:** No log in anymore. Minutes are uploaded to the website if you would like to review meetings. Twice a year a paper roster will be generated for changes and additions. Paid for 5 years of website hosting at a discounted rate.  
**Census 20/20:** Count Day is April 1st. We will continue to work with Lori Wells to make sure we know how to get our seniors counted. Assisted Living and Nursing Homes can count their residents. Everything is being done on an iPad.  
**Advocacy Meeting:** Aging adult issues have not been brought to the community. BASA has the best collective voice to move things forward.
- **MEMBERSHIP**  
Irene Hogan is our Membership Chair and is doing a terrific job.  
2020 dues are due!  
There are 113 Paid members at present  
2019 dues are \$35 for new members. Dues have increased as of January 1, 2019 to \$50 for current members. If you are a new member please make sure you get on the website and check it out. There is an orientation on the website to introduce you to BASA and familiarize yourself with BASA's contributions to the community and its role in supporting the seniors in our area. In order to get a discount on your Expo booth you must have a paid membership. If you need a nametag see Irene or Russ.
- **SENIOR EXPO 2020: Theme - Expo 20/20 - Envision Your Future!** Discount for booths will be dependent on whether their dues are paid up by Dec. 31st.
- **SENIOR SUPPORT:** \$15,000 allocated from money made at Expo is allotted to Seniors in need in the community. The form for applying is on the BASA Website. Grants are up to \$500 and awarded in the Grand Traverse, Antrim and Leelanau areas. We currently have money and will be reaching out to Father Fred and Love Inc. to see if they have anyone in need.
- **ANNOUNCEMENTS**  
**Share Care:** Has eliminated their membership dues. They have a newsletter that is published 4 times a year. If you would like to receive it you may go to their website and download the application.  
**Leelanau Senior Services:** April presented a contract for Transportation to the Board. They are collecting items for their yearly Comfort and Joy Bags. Their Christmas Party will be held at the Bluebird this year.  
**Prime Time News:** Monthly Deadline is November 26th. Working on the Senior Directory.  
**Kish, Dykstra and Scott:** Are moved into their new office.  
**Veterans Affairs:** Have started a bi-monthly newsletter concerning Veteran issues through Gather Grand Traverse.com. 1000 free copies will be distributed to the 9 Veteran offices that border Grand Traverse County, the VA clinics and the rest to the Saginaw Hospital.  
**Area Agency on Aging:** Their Medicare/Medicaid Counselors are booked solid.  
**Grand Traverse Pavilions:** Elizabeth has left the Pavilions for a position at NMC.  
**Chronic Care:** Have recently added 1 full time and 1 Part time Social Worker and are rebranding - the new name is NPalliative.  
**Fyzical Therapy:** They are offering two new therapies for Parkinson's patients—LSVT Movements and Big and Loud Movements for Speech. Enrollments for these programs start on January 1st.  
**Reynolds Jonkhoff:** December 14th is their Christmas Open House from 4p to 7p. Non Perishable Food or Toys for Tots will be accepted.