

AGING & LONG TERM CARE COMMITTEE

Monday, September 12, 2011

The Sunshine Room, Hillview Health Care Center, 3501 Park Lane Drive

10:15 a.m.

MEMBERS PRESENT: Roger Plesha, Dan Ferries, Audrey Kader, Monica Kruse, John Medinger,

MEMBERS EXCUSED: Steve Doyle, Andrea Richmond, Jerry Sebranek

MEMBERS ABSENT: None

STAFF & GUESTS: Pete Eide, Pam Semb, Margaret Norden, Kelly Kramer, Jim Speropulos, Tony Roberts, Wanda Plachecki, David Holtze

ROLL CALL/CALL TO ORDER

Chair Roger Plesha called the meeting to order at 10:15 a.m.

APPROVE MINUTES OF AUGUST 8, 2011, MEETING, AND AUGUST 18, 2011, AGING & LONG-TERM CARE AND EXECUTIVE COMMITTEE MEETING CONSENT AGENDA

MOTION by Medinger/Ferries to approve the Minutes of August 8, 2011, and August 18, 2011, Aging & Long-Term Care and Executive Committee meeting and to receive and file the following Consent Agenda items:

a) *Ripples & Waves*

Motion carried unanimously. Doyle, Richmond, Sebranek excused.

PUBLIC COMMENT

None requested.

NOTE: The Chair took the following item out of order.

PRESENTATION ON LAKEVIEW BRANDING PROJECT

Wanda Plachecki introduced Tony Roberts, president of the BLU Group Advertising & Marketing, who gave a presentation on the brand research project conducted for Lakeview Health Care. He reported that the initial focus group met in November, 2010, regarding topics such as the facility mission, market perception, company culture, and competition. They went through a strengths-weaknesses-threats-opportunities analysis, and made the following observations:

- Strengths: Lakeview is well known; it has an excellent reputation amongst professionals; it is perceived as knowing what it's doing; it has experience dealing with difficult people; its employees include experts in their field; its residents experience positive results;
- Weaknesses: Lakeview is well known; it can be referred to negatively, such as an "insane asylum"; there is confusion over its different divisions, even among staff; there is an inaccurate perception about its service offerings; it's perceived as being far away; there are restrictions due to its association with the County;
- Threats: The competition has expanded their offerings; competition is getting better through learning; the competition has more appealing aesthetics; Lakeview lacks a dedicated PR person; there is confusion over Lakeview services and branches, including a lack of clarity amongst employees; perception of "the farm"; Lakeview has limited funding options;
- Opportunities: Ability to leverage professional capabilities; promote a "like home" facility; have a fresh start; utilize media more effectively; become the first choice; strengthen the family of names with a strong parent brand name; and invigorate the organization and community.

After going through their analysis, the group proceeded to naming options with the priorities of positioning to create a fresh start, reflect health care, and frame it as the first choice. Roberts reported on names and supporting tag lines that were considered. Their final choice was "Legacy Health Care. Professional care. Personal touch." He explained that the umbrella name would be Legacy, with the names of its branches, such as Applewood, Ravenwood, etc., underneath that, which allows for growth while retaining a corporate identity. Supervisor Ferries suggested that there needs to be an estimate of the anticipated cost to roll out marketing materials and a new logo. Chair Plesha cautioned about the similarity with the Legacy Health Care acronym and other corporate and health care-related entities in the area. Roberts pointed out that the plan was to consistently reference the name Legacy, not an acronym. Discussion was held regarding the timing of a resolution. The conclusion was to have further discussion and direction at the October 10, 2011, meeting, with consideration of a resolution following budget deliberations in November.

CONFERENCE/MEETING REPORT

None reported.

HILLVIEW TERRACE UPDATE

Pete Eide and Kelly Kramer reported that the construction crew is doing dry walling and has started on siding. They have ordered appliances. They still anticipate occupancy by December 13, 2011.

NOTE: The Chair took the following items out of order.

HILLVIEW TERRACE FINANCIALS AND CHANGE ORDERS

Jim Speropulos reported that he continues to be aware of the need for a sidewalk change order, but thinks it is prudent to wait until the end of the project.

NEXT COMMITTEE MEETING: OCTOBER 10, 2011

FUTURE AGENDA ITEMS:

Fundraisers in county government

Shelby Youth Baseball storage building renovation plans on Hillview campus

ADJOURNMENT

MOTION by Kader/Ferries to adjourn. **Motion carried unanimously.** Doyle, Richmond, Sebranek excused. The meeting adjourned at 11:07 a.m.

TOUR OF HILLVIEW TERRACE

Following adjournment, the committee toured the construction site for the assisted living program. No action was taken on the tour.

Approved, October 10, 2011, Margaret Norden, Recorder