

ACoA_AdHoc_Minutes_Alaska Commission on Aging
Alaska's Power of Aging Conference Committee
Approved Committee Meeting Minutes
Friday, November 15, 2013

Members present: Sandi Doyle, Pat Branson, Mary Shields and Marie Darlin. Staff members: Denise Daniello, Jon Erickson and Lesley Thompson.

1. Call to Order: Meeting was called to order at 9:32 a.m.
2. Review and take action on Alaska's Power of Aging Conference meeting agenda: Motion to approve made by Pat Branson, second by Mary, motion approved.
3. Review and take action on Ad Hoc Committee meeting minutes (10-8-2013). It was discussed that the decision to select speakers only from Alaska was long and thorough. There are many benefits to having Alaskan speakers including great cost savings. There are wonderful speakers available in the great state and we should utilize them. Motion to approve minutes with noted corrections by Marie and second by Pat. Minutes approved. (Note: The 10-18-2013 minutes were corrected.)
4. Mary asked for input on the work she completed for Goal 1. Sandi wanted to make sure that they don't duplicate items on Goal 1 and 4. Mary wants to rework her goal area with new information and clarification report at a later meeting.

Sandi provided details on her work on Goal 4. She stressed that communities need to plan on providing for senior services and the needed support. As a business owner it is very difficult to provide services to seniors while having to meet the ever evolving regulations. She would like suggestions on speakers for the panel for Goal 1.

Sandi noted that Delta Junction is adding a new assisted living home. This is a good example of a regional model for senior services.

Some businesses that serve seniors are dropping PCA care because the rates do not cover the expenses. This is a real concern for senior services providers.

5. Denise reviewed the concept paper she developed with input from the group. This should give everyone a common understanding of the event and help with funding requests. Both Sandi and Pat thought it was very well done.

“Power of Aging in Alaska” Concept Paper

WHO: *The Alaska Commission on Aging, in partnership with the University of Alaska, Department of Health and Social Services, Alaska Housing Finance Corporation, and the Alaska Mental Health Trust Authority will sponsor this event for older Alaskans, their caregivers, our policymakers, and public members.*

WHAT: *The Power of Aging in Alaska is a conference devoted to promoting awareness regarding the importance of older Alaskans to their families, communities and the State.*

WHEN: *Thursday, May 1st, 2014*

WHERE: *Captain Cook Hotel Ballroom in Anchorage.*

WHY: *The Silver Tsunami has arrived in Alaska! Alaska is the state with the fastest growing senior population. Alaskans age 65 and older number almost 64,000. This population of older Alaskans increased 85% from 2000 to 2012, which is nearly five times the national growth rate of 18% for Americans age 65 and older (U.S. Administration on Aging: Profile of Older Americans 2012). The Alaska senior population is the fastest-growing age sector representing 13.6% of the state’s total population with almost 105,000 persons age 60 and older (Alaska Department of Labor Research & Analysis 2012 projections).*

Alaska’s seniors are vital to the future of Alaska. They contribute significantly to the health of the economy investing nearly \$2 billion with their retirement, pension, social security, and health care spending. Politically, seniors are “super voters” who help shape Alaska’s political landscape. Socially, older Alaskans serve as devoted family caregivers, committed community volunteers, and Alaska’s tradition-bearers, pioneers and mentors. They provide the cultural conduit linking the past with the present to prepare future generations for their role in Alaska’s future and share their wisdom by offering guidance to their families and communities.

Older Alaskans are our state’s most treasured resource. It is important for Alaska to provide ways to use its seniors’ skills, knowledge and expertise to develop Alaska’s communities and make Alaska a better place in which to live. The goal of this conference is to provide older Alaskans and their advocates with the tools needed to have a strong voice for the improvement of Alaska’s senior programs and empower seniors to successfully age in Alaska, now and into the future.

HOW: *How can we make Alaska the best place for older adults to live and thrive with dignity in their communities of choice close to family, friends, and cultural traditions?*

Using a panel format, representatives from caregivers, public agencies, and older Alaskans will engage in a lively discussion about the challenges of aging in Alaska and propose strategies to improve the quality of life for Alaska seniors. Topics will include: Health and wellness; safety; long-term support services; housing; elder protection; and developments in the aging field. Special attention will focus on how seniors can advocate improving the future of aging in Alaska.

Denise talked to Mary Gibbs from ConocoPhillips about how to request funding for the event. Mary Shields name was very helpful in getting information on what was needed for the request.

There was some concern about asking for funding from an outside source. Denise should be able to talk to the Commissioner next week. She will seek his guidance on both the concept of the event and if we are eligible to do a request to ConocoPhillips. We have been encouraged to have private/public partnerships, does this fit into this category? The group will come back together next Friday to make some decisions. If we decided to ask for funding from ConocoPhillips, they could possibly create a banner for the event and may request an opportunity at the microphone.

Sandi recommended that we look at the non-profit Stone Soup for potential funding for transportation costs attendees. Marie suggested contacting Kay Branch at ANTHC to see if they have any funding available.

Denise will hold onto the letter until she talks to the Commissioner and the group decides what to do about the request.

*Mary Gibbs, Director of Philanthropy & Community Services
ConocoPhillips
700 G Street
Anchorage, Alaska 99501*

November 18, 2013

Dear Ms. Gibbs:

The Alaska Commission on Aging (ACoA) plans to host a one-day symposium entitled the "Power of Aging in Alaska" devoted to promoting awareness regarding the importance of older Alaskans and developments in senior services on May 1, 2014 at the Captain Cook Hotel ballroom in Anchorage. The primary purpose for this event is to foster dialogue among seniors, their caregivers, and policymakers to help determine the future needs for older Alaskans and to provide a strong voice for the improvement of Alaska's senior programs.

We believe this conference will be of interest to ConocoPhillips as many members of your workforce are approaching retirement age while others have elderly family members and may benefit from the information about aging issues and programs serving older Alaskans which will be presented at this conference.

It is for these reasons that ACoA invites ConocoPhillips to be a Gold sponsor (\$5,000) for this event. The Commission will recognize ConocoPhillips as a corporate sponsor in all promotional materials and provide an opportunity at the microphone for your spokesperson to highlight the contributions of seniors in the corporate community. We discussed this project with your program officer, Gina Luckey, and she invited ACoA to submit a letter of request for financial support.

Alaska Commission on Aging Overview: ACoA, established in 1982, is a Governor-appointed Commission under the Alaska Department of Health and Social Services, Commissioner's Office. Our board of eleven members is comprised mostly of Alaska seniors from areas across the state. ACoA's mission is to ensure the dignity and independence of all older Alaskans and to assist them to lead useful and meaningful lives through planning, advocacy, education, and interagency collaboration. By statute, the Commission is responsible for advising the Governor, Legislature and the Administration regarding legislation, policies and budget recommendations for programs that serve older Alaskans in order to ensure that seniors are able to live full and productive lives in communities of their choice and have access to services close to home. We educate Alaskans about the needs of our state's elderly citizens and the social and economic resources they contribute to their families, communities, and the state.

We have enclosed ACoA's board roster, 2012 annual report, and a copy of the Alaska State Plan for Senior Services to provide you with additional information about the Commission's work for older Alaskans.

Conference Description & Target Audience: The Silver Tsunami has arrived to Alaska! Alaska is the state with the fastest growing senior population of people age 65 and older in the nation. This population of older Alaskans increased 85% from 2000 to 2012, which is nearly five times the national growth rate of 18% for Americans age 65+. The senior population is Alaska's fastest-growing age sector representing 13.6% of the state's total population with almost 105,000 persons age 60 years and older.

Seniors are vital to Alaska's future. They contribute significantly to the health of the economy, investing nearly \$2 billion with their retirement, pension, social security, and health care spending. Politically, seniors are "super voters" who help shape Alaska's political landscape. Socially, older Alaskans serve as devoted family caregivers, committed community volunteers and Alaska's tradition-bearers, pioneers, and mentors. They provide the cultural conduit linking the past with the present to prepare current generations for their role in Alaska's future and share their wisdom by offering guidance to their families and communities.

How can we make Alaska the best place for older adults to live and thrive with dignity in their communities of choices? The Power of Aging in Alaska symposium will use a panel format of representatives from caregivers, public agencies, and older Alaskans to engage in a lively discussion about the challenges of aging in Alaska and propose strategies to improve the quality of life for Alaska seniors. Conference topics will include: health and wellness; long-term support services; housing; elder protection; safety; and developments in the aging field. Special attention will focus on how seniors can advocate improving the future of aging in Alaska. The ACoA, in partnership with the Department of Health and Social Services, University of Alaska, Alaska Housing Finance Corporation, and the Alaska Mental Health Trust Authority is planning this event.

Older Alaskans are our most treasured resource. It is important that Alaska provide ways to utilize its seniors' skills, knowledge, and expertise to develop Alaska's communities and make Alaska a better place in which to live. The goal of this conference is to provide older Alaskans and their advocates with the tools needed to have a strong voice for the improvement of Alaska's senior programs and to empower seniors to successfully age in Alaska, now and into the future.

Corporate Recognition: We invite ConocoPhillips to be a co-sponsor for the Power of Aging in Alaska symposium. Your sponsorship contribution of \$5,000 will allow us to keep registration fees to a maximum of \$25 per attendee and waive fees for senior participants (age 60+). Sponsorship by ConocoPhillips would also help cover travel costs and other expenses for conference speakers.

The Commission will recognize ConocoPhillips in conference materials including the program agenda and all promotional materials. We also ask for in-kind support to create a conference banner that will be displayed at the event location. In addition, ACoA will provide an opportunity at the microphone for a representative from ConocoPhillips to promote awareness about the value of older Alaskans to business and nonprofit communities.

Project Budget: Below is an estimated budget for the Power of Aging in Alaska conference.

Conference Meeting Space

- *Equipment (LCD Projector, projector screen, microphones, podium, etc.)* \$ 600
- *Captain Cook Hotel has agreed to provide free use of their ground ballroom for this event in exchange for catering and hotel accommodation services* \$ 0

Estimated speaker fees & travel expenses \$4,900

Media Promotions \$1,000

Lunch & coffee service provided for conference participants (\$24 X 130 persons) \$3,120
Gratuity (\$4 X 130 attendees) \$ 530

Total Estimated Expenses \$ **10,150**

Projected Revenues from attendant fees (\$25 X 60 non-seniors) \$ 1,500

Alaska Housing Finance Corporation (lunch sponsor) \$ 3,650

Sponsorships \$ 5,000

Total Estimated Revenues \$ **10,150**

Why Should ConocoPhillips Donate? Demographic trends indicate a dramatic increase in the Alaska senior population for the next 25 years as determined by characteristics of the existing population of aging baby boomers, longer life expectancy, and fewer seniors leaving the state upon retirement. The aging of Alaska has significant implications for the business community that requires addressing issues related to an aging workforce as older employees prepare for retirement as well as for the younger workers who juggle the demands of their job, family life, and caring for an elderly parent.

The Power of Aging in Alaska symposium will present information of interest to all concerned about the future of aging in Alaska. The symposium will address topics of seniors and civic engagement, the provision of high quality, affordable long-term support services, appropriate senior housing, and protecting elders from abuse and exploitation. ConocoPhillips will be strongly recognized as an important corporate sponsor for this event in promotional materials, conference publications, and given the opportunity for a ConocoPhillips representative to

address the audience about the value of older Alaskans during the conference. We thank you for your thoughtful consideration of this request and look forward to working with ConocoPhillips on this exciting project. Please feel free to contact us for additional information.

Sincerely,

Sincerely,

*Mary E. Shields (907-333-9336)
Chair, Alaska Commission on Aging*

*Denise Daniello (907-465-4879)
ACoA Executive Director*

Pat reported that AGNET will do a separate training with the Trust in 2015. This training will focus more on the training needs of senior providers.

Denise will follow-up with Nancy Burke to ask about this Trust funding for the Power of Aging in Alaska Symposium.

Next meeting Friday, November 22nd for a quick update at 3:00 PM. The December Committee meeting will be held at lunch time during the ACoA meeting on December 11th at BP Energy Center.