

Aging and Long Term Care Committee met in the Board Room at Lasata Care Center.

Present: Supervisors Geracie, Stumpf, Richart, and Rothstein. Staff: County Administrator Meaux, Veteran's Service Officer Brown, Lasata Administrator Luedtke, Marketing Intern Sullivan, and County Clerk Winkelhorst.

Others present: Supervisor Walerstein (1:10pm)

Absent: Supervisor Hazelwood

Call to Order/Proper Notice/Adoption of Agenda: The meeting was called to order by Chairperson Geracie at 1:02PM. Assurance that the meeting was properly noticed, so noted by Ms. Winkelhorst. Motion made by Supervisor Richart, seconded by Supervisor Stumpf to adopt the agenda as presented. All members present voting aye. Motion carried. (4-0)

Public Comments/Correspondence/Communications: There was none.

Approve Minutes from the May 11 Meeting: Motion made by Supervisor Stumpf, seconded by Chairperson Geracie to approve the May 11 minutes as submitted. All members present voting aye. Motion carried. (4-0)

1:06PM Ryan Raskin, Beyer Construction joined the meeting.

Veterans Service Office:

Management/Financial/Informational Reports: Information included in the packet. There were no further questions.

Conference Meeting Report: Mr. Brown submitted conference reports for County Veterans Service Organization (CVSO) Spring Training Conference and LZ Lambeau. Both were approved.

1:10PM Supervisor Walerstein joined the meeting.

Honor Flight Update: Mr. Brown met with the airport personnel for an "after action" meeting this morning to discuss suggestions on improving the next flight. At this time there is no firm decision on future flights. The board will meet on June 22 to discuss further. The current waiting list is at approximately 450 veterans.

Vietnam Veterans Welcome Home: Mr. Brown commented that the event was very successful. It was very warmly received by those that attended.

Chairperson Geracie requested to move ahead in the agenda. There were no objections.

Lasata Care Facilities:

Discussion Items:

Marketing Update: Ms. Sullivan reviewed the marketing plan and the advertising expenditures to date. The total expended through May is \$11,164, which is not budgeted for at this time.

1:34PM Lasata Crossings Manager Sonnenberg and Assistant Lasata Administrator Fogel joined the meeting.

Ms. Sullivan reviewed the projected advertising expenditures for June through December.

Mr. Fogel has been working on a website, entitled lasataseniorliving.com. Supervisor Stumpf suggested a shorter title, Lasata.com. Mr. Luedtke stated that once the website is developed it will consist of the entire campus. Discussion on online advertising and estimated costs of marketing. Mr. Fogel will look into the costs of a website with a virtual tour and will bring back multiple options. The committee would also like the name shortened to Lasata.com.

Chairperson Geracie reverted back to the order of the agenda.

Action Item:

Review/Approve Allocating up to \$15,000 for Marketing Plan Implementation: Motion made by Supervisor Richart, seconded by Supervisor Stumpf to approve allocating up to \$26,000 for an advertising budget from the contingency funds of the \$10M budget for the Lasata Crossings project. All members present voting aye. Motion carried. (4-0)

Lasata Crossings Construction Update: Mr. Raskin reviewed the contingency and change order logs. Discussion on the different options for surrounding the concrete pad for the trash dumpster area and Mr. Raskin's recommendation of using a trash compactor for the entire campus.

Mr. Luedtke's recommendation is to install a cedar fence around the concrete slab and cedar shrubbery around the fence. The committee agreed with Mr. Luedtke's recommendation.

Mr. Raskin will insert a line item for marketing in the budget detail.

Mr. Luedtke stated that he has the occupancy permit, and the elevator, fire and safety systems have been approved by the State. The State will be coming out on June 15 to do the licensure approval and if approved tenants will be able to move in July 1.

The project status for May was reviewed. The landscaping has been started, and punch lists are being finished.

The current budget is at \$9,670,813. \$99,447.43 of the approximate \$410,000 of the construction contingency funds is committed.

Lasata Heights Siding Project Update: Mr. Raskin reported that the siding is done on the west elevation and well under way on the east elevation. Expect completion in another 2-3 weeks.

Lasata Crossings Open House(s): Mr. Luedtke explained that he is hoping to have an open house for the Lasata Height tenants the week of June 7. The June 16 meeting of the County Board will be held in the Crossings Activity Room with a presentation and a tour. The VIP Open House will be held on June 16 at 2:00pm and the Public Open House will be held on June 19 at 1:00pm.

Ms. Sonnenberg reviewed the occupancy status. Discussion.

Management/Financial/Informational Reports:

Administrator's Report: Mr. Luedtke explained that with the change in meeting dates the reports will be one month behind but will be included in the packet.

Supervisor Stumpf questioned as to whether the issue on 2 East is progressing. Chairperson Geracie stated that there are some high school and middle school students that will be coming once per week to take residents outside. A volunteer coordinator will be reviewed at budget time.

Financial and Census Report: Reports were distributed. There were no further questions.

Conference and Meeting Reports: There were none.

Next Meeting Date: Wednesday, July 7 – 1:00PM

Adjournment: Motion made by Supervisor Stumpf, seconded by Supervisor Rothstein to adjourn. All members present voting Aye. Motion carried. (4-0).

Meeting adjourned at 3:23PM.

Julianne B. Winkelhorst, County Clerk