

Commonwealth Council on Aging
Planning and Development Committee Agenda

December 12, 2014, 9:30 a.m. –11:30 a.m.
DARS Central Office Lobby Meeting Room
8004 Franklin Farms Drive, Richmond, Virginia 23229

Members Present

Robert B. Blancato, Chair
Beth Barber
Shewling Moy
Brenda Nelum
Veronica Williams (by phone)

Members Absent

David Farnum
Veronica L’Herrou
Sandra Williamson-Ashe

Staff

Amy Marschean
Ali Faruk
Matthew Morgan

Chair Bob Blancato called the meeting to order at 10:00 a.m. Ms. Marschean reported that Dominion Resources, Inc. had fully funded the 2015 Best Practices Awards. Ms. Marschean introduced Matthew Morgan, VDA Intern, who will assist with this signature event of the Council and she noted this year marks the 10th year of the awards. Ali Faruk, Special Assistant to the Commissioner, provided an update on the status of the Governor’s Conference on Aging to be held in fall 2015. Mr. Blancato mentioned as an aside that he was informed the 2015 White House Conference on Aging would have regional conferences in Tampa, Phoenix, Seattle, Boston, and Cleveland.

Mr. Faruk is currently contracting for a meeting planner and a venue. Additionally, he is looking for co-sponsors for the program and is mapping out tiered sponsorship opportunities. Based on prior conferences, he predicts the conference will have between 500-800 attendees. When a conference is bigger than 500, there is a reduction in venue choices. Currently under consideration are Charlottesville, Fredericksburg and Central Virginia. The program will focus on three topic areas: Livable Communities, Safety and Security, and Culture Change in Long-Term Services and Supports. A steering committee of stakeholders will meet in late winter to finalize the date and the theme. The program is being formulated by DARS staff and Mr. Blancato recommended that persons outside the agency be included in the planning.

Mr. Faruk is looking into technology for the conference including having a conference website for registration and sponsorship and to have a save the date notice. He is looking at a mobile website, live video streaming and decided the conference may not be long enough to develop an App for it. He is developing a tiered rate fee structure that will have discounts for students and nonprofit attendees. Mr. Faruk has had numerous meeting with stakeholders and government officials and is working with the Governor’s office to ensure his attendance. He would like to include modules on development of

software and assistive technology and Ms. Marschean noted she was working on the same issue with Sara Link who is spearheading the Richmond Age Wave Readiness Initiative and will share her resources.

Ms. Marschean noted that the state and federal Four-Year Plan for Aging Services 2015-2019 (Plan) will be drafted next year. As previously discussed, the Planning and Development Committee listening sessions will be used this year to inform the Plan and we will do a statewide hearing. Ms. Marschean shared that Woodrow Wilson Rehabilitation Center in Fishersville had been used very successfully as a public hearing meeting space recently with videoconferencing to other venues and the committee agreed to use a similar format to have a public hearing on the Plan either on February 6 or 13, 2015. A quorum of the members of the committee will be physically at the Fishersville meeting and we will have all interested Council members participate at the satellite venues.

The meeting adjourned at 11:30 a.m.