



VCPEA
Virginia Coalition for the Prevention of Elder Abuse, Inc.
Post Office Box 70054
Richmond, Virginia 23255
info@vcpea.org

MINUTES
BOARD OF DIRECTORS MEETING
January 11, 2017

Present: David Hominik, Joyce Martin, Courtney O’Hara, Susan Umidi, Margie Marker, Gwen Ingram, Diane Hoffman, Michele Leith, Sandra Gentry, Joyce Walsh, Melissa Harper, Chris Stone, Karen Browder, and Bridgette Roseman

Absent: Michele Sorenson

1. **Welcome and Introductions**

Susan Umidi called the meeting to order and all roll call was performed.

2. **Review of Minutes**

Minutes of the November 9, 2016 Board meeting were reviewed and approved. **Joyce Walsh** moved for approval while **Diane Hoffman** seconded and there was no noted opposition.

3. **Treasurer’s Report** – Total account balances as of December 31, 2016 were \$93,823.96 including checking (\$21,346.67), savings (\$12,037.40), and investments (\$60,439.89). The full Treasurer’s Report was emailed, by Joyce Martin, to Board prior to meeting. Report was approved. **Joyce Walsh** made a motion for approval while **Gwen Ingram** seconded. There was no noted opposition.

4. **Finance** – See finance committee report (at end of this document). David notes, in addition, a 25% increase in funds since investing with Davenport.

David Hominik noted that some concern was raised about VCPEA’s legal ability to solicit charitable contributions. Instead of putting VCPEA and potential donors into a questionable position with state and/or federal tax officials, David did not send out solicitation letters to past board members (Joyce Martin was able to create a list of 21 names, with about a dozen current addresses, from information available to her). David will check about VCPEA’s ability to do such letter solicitations along with any state/federal forms VCPEA would need to complete, with the goal of getting VCPEA board’s approval to send out such letters near 2017’s end. Also, by then, VCPEA might

be able to prepare a more inclusive list of past board members and update current addresses. VCPEA board members were in agreement with David's plan of action.

5. **Awareness + Advocacy & Outreach Committee –**

- a. **Susan Umidi** presented the committee meeting minutes, which are provided at the end of this document.
- b. A great deal of conversation centered on the VCPEA website.
 - i. Susan reached out to Creative Suitcase and Upbeat Marketing to inquire about website development. Susan notes they are both quite costly, listing a fee as high as \$50,000.
 - ii. **Gwen Ingram** has a personal contact, Maria Warith, with web development experience. This person is NY based and willing to work pro bono for VCPEA. Members from this joint committee plan to schedule a call with Maria to talk about the website and compensation.
 - iii. **Melissa Harper** is willing to talk to our current website developer, Senior Navigator (under the umbrella of Virginia Navigator), about their ability to make the changes outlined here:
 - Update the website with a new look and accurate information, possibly with the assistance of Gwen's contact.
 - Ensure the website is mobile friendly
 - Add a link to the VCPEA Facebook
 - Add a link to twitter when available
 - Add links to conference presentations
 - Add information about board members and membership at large
- c. Susan states that the committee is planning to update the VCPEA brochure, which was sent electronically prior to the meeting, to ensure it's accurate. She also requested funds in the amount of not to exceed \$2,000 to print 2,000 copies of this updated brochure. If the amount should exceed this amount, a separate request will be made to executive committee for its approval. **Chis Stone** made a motion for approval while **Margie Marker** seconded. There was no noted opposition.

6. **Conference Committee**

- a. **Susan Umidi** notes that the conference committee is meeting next on January 18, 2017.
- b. **Karen Browder** reports the committee has decided to eliminate the regional component of the scholarship process. Karen also states that scholarship recipients' stipends will be changed this year. Further details will be provided at future meetings.
- c. Susan states that FACT is serving as a sponsor for the 2017 conference and has provided \$2,000.
- d. Susan reports that the committee will be seeking funds from outside sources to fund a conference "booklet."

- e. **Joyce Martin** notes that there will be a Helen Napps Award at this year's conference. Joyce will finalize the nomination application and then it will be distributed via multiple sources.
 - f. At the last board meeting, **David Hominik** raised the possibility of piggy-backing an elder abuse training on to the VCPEA annual conference. Legitimate concerns were raised about negatively affecting conference turn-out along with logistic issues. After considering the issues, David has decided to work with the trainers (including VCPEA's Chris Stone) to hold the event at another site and at a time that will not conflict with the VCPEA conference. Note: David do plan to distribute material about VCPEA to anyone who attends.
7. **TAPAS Grants**
- a. See report, found at the end of this page.
8. **Nominating Committee**
- a. No report.
9. **Membership**
- a. No report.
10. **Other business**

Virginia Governor's Conference on Aging, Roanoke, VA, May 22-23, 2017: Joyce Martin is requesting \$400.00 to be a vendor at the conference. This cost includes one registration. **Joyce Martin** made a motion for approval while **Karen Browder** seconded. There was no noted opposition. Additionally, Michele Leith volunteered to attend in support of VCPEA, manning at the table. Joyce Martin asked that we pay for two night's lodging, at the conference rate. **Joyce Martin** made a motion for approval while **Chris Stone** seconded. There was no noted opposition.

TRIAD Conference: Michele Leith will be in attendance at this event, in early March. She has volunteered to man the VCPEA table there as well.

VCoA Legislative Breakfast, January 24th: **Susan Umidi** will ensure that brochures are provided at the event.

Meeting was adjourned at **12:29**.

Future meetings 2017:

Wed., March 8, 2017, Richmond

Wed., May 10, 2017, Richmond

Wed., July 12, 2017, Conference Call

Wed., September 13, 2017, Charlottesville

Wed., November 8, 2017, Conference Call

VCPEA Committee Board Report

Joint Meeting of the Awareness Committee and the Advocacy and Outreach Committee

November 30, 2016

Present on conference call were: Susan Umidi, Chris Stone, Courtney O'Hara, Gwen Ingram, Michele Leith, Joyce Walsh

The committees are working on securing someone to update and work on our Website. At this point the committees will be looking for help to:

- * Update the website with a new look and accurate information.
- * Ensure the website is mobile friendly, enabling it to be read on an i-phone etc.
- * Add a link to the VCPEA Facebook
- * Add a link to twitter when available
- * Add links to conference presentations
- * A board member or member of these committees can monitor the website for accuracy and make contact for any corrections or changes.

> The committees ask the board for any additional needs for the web site developer.

The following contacts have been made to explore a potential website person:

1. Gwen shared that she found someone who is willing to work on our website. Her name is Maria Warith and she is part of Gwen's church family. Maria graduated from Emerson College and she presently lives in New Jersey and works in NYC. She comes back to Richmond to see her family. She presently works for Viacom in market analysis and does this kind of work on a regular basis. She is willing to volunteer her services and we may provide her with a small stipend.
2. Chris Stone will contact Melissa Harper to explore whether Katie of Senior Navigator would continue in this role and at what cost.
3. Susan Umidi has a call into Rachel at Creative Suitcase who did the web site for NAPSA and other non-profits. She specializes in creating websites that build relationships with the audience.

> The committees ask the board to discuss these options and choose a person who can best fill this role for us.

Chris Stone reported that Britta Groseclose has been active with our Facebook page and it now has some new information and is showing new activity by members. The governor's conference has liked our Facebook page which is resulting in new activity. Courtney O'Hara has shared information on trainings and webinars which was placed on our Facebook page. All are encouraged to send information to Chris Stone to be posted and please send it as an attachment if possible.

> The committees are seeking the boards feedback on setting up a twitter account. Susan Umidi is exploring the how to's of such an account so it can round out the use of social media.

> The board and this committee were sent a copy of the VCPEA brochure found on the flash drive from 2011. The committees are asking for funds to make approximately 2,000 copies depending on price point for use at annual conferences and by board members as handouts when presenting on similar topic and with similar audiences. The brochure will be updated with correct membership fees.

Our next meeting is scheduled for January 4th, as a phone conference from 10:30 to 11:15. It will always be the last Wednesday of the month but was moved to January 4th due to the holiday. Call in information will be sent closer to the conference call in date.

VCPEA Committee Board Report - Finance Committee

The VCPEA Finance Committee met on Wednesday, December 21, 2016. Jamie Davidson with Davenport & Company presented a report on VCPEA's current Davenport investments.

In 2013, VCPEA invested \$50,000 with Davenport, equally divided into the Davenport Core (\$25,000) and the Davenport Value and Income Fund (\$25,000) mutual funds. In 2014, VCPEA transferred \$6,000 from each fund into two international mutual funds: SPDR Euro Stoxx 50 ETF (FEZ) and Vanguard FTSE All-World ex-US ETF (VEU). FEZ investments focus on European-based corporations; VEU invests world-wide with an Asian-market focus.

As of December 28, 2016, VCPEA's \$50,000 total investments with Davenport are valued at: \$62,562.40.

Davidson concurs with many other investment analysts in continuing to recommend diversification of long-term investments by including non-United States corporation mutual funds into portfolios. Although international funds have not fully recovered from losses incurred 2014-2015, 2016 has been a positive year with all but \$1,000 of the initial VCPEA \$12,000 investment being recouped; VCPEA's international investments have a current value of \$10,965.40. VCPEA Davenport Core and Value-Income funds continue to perform well, currently totaling \$51,550.12 in value.

Davidson thinks that VCPEA's current United States (about 83%) to international (about 17%) investment mix is appropriate. Davidson did warn that the stock market will most probably show significant fluctuations in the near future depending on a number of factors including those related to the new administration's regulatory and foreign policies.

After discussion, the Finance Committee unanimously recommends continuing the current investment strategy without any change in fund allocations. Although we acknowledge that the markets might well fluctuate with some sharp increases and declines in the near future, as long-term investments, the mix of funds currently held by VCPEA remain a sound strategy.

TAPAS Sub-committee Report
Dec. 29, 2016

The TAPAS subcommittee approved a \$2,000 grant to the Greater Augusta Coalition (Anne See) on May 17, 2017 in the Augusta County area.

The key speaker will be Paul Greenwood, Dep. Dist. Attorney, San Diego Co. He will speak on prosecuting Jamaican and Romance Scams and will also do a session on Financial Exploitation. The \$2,000 will cover his fee and travel expenses.

Training is designed for law enforcement, prosecutors, APS, and related professions.

Joyce Martin, Sub-committee Chair