

RRR Meeting Minutes 04/28/23 10:00a.m.

Attendees:

Marie Brand

Mary Darling

Linda Howard

Tim O'Keefe

Audra Peoples

Alice Terry

Tim O'Keefe-opened with approving September minutes.

Motion for approval-All approved September minutes. Tim Asked any comments? Everyone in favor.

Audra Peoples- provided marketing update:

Currently we are running liturgical ads statewide, we have updated all the program brochures, Resident Rights handbooks and are now working on the posters. TV ads are running statewide, and we are receiving volunteer inquiries from ads. Florida Nurses Association, and West Coast publications are running ads for us as well. Our outside marketing firm is in the process of being approved. We will have paid social media ads, videos and a partner outreach campaign with other programs and state agencies. PBS underwriting campaign is on-going. We have a partnership with the Senior Life Expos and articles in their e-newsletter. Improving internal public relationships by visiting council meetings and getting feedback. Lastly, we are working on the State Educational Training Conference.

Tim O'Keefe- Will you be making a report at the conference? Tim O'Keefe comments that it is important to let everyone know what is going on.

Mary Darling comments she's a part of the Senior vs. Crimes in Citrus County Sherriff summit and would like an Ombudsman to be a speaker at the Summit in November.

Tim O'Keefe- It seems like our role is to submit ideas, what can we do to assist in recruiting/retention? Because we feel as if no one is listening to State Council Members.

Audra Peoples-We welcome ideas and input, please send any ideas to Audra.

Tim-Can someone just call in and say they're interested in volunteering?

Audra Peoples-Yes, they can.

Marie Brand- asks did we receive the small car magnets?

Audra Peoples- We will be providing them at the educational conference.

Tim O'Keefe asks if the award recipients will be mentioned in the newsletter.

Audra Peoples-Yes, and we are looking at awarding an overall Statewide Ombudsman

Tim O'Keefe-asked why stopped sending birthday cards to Ombudsman? Good retention piece and does anyone have any other practices Audra may not know about?

Tim O'Keefe—asked about sending retirees information about LTCOP

Audra Peoples- received multiple lists uploaded E-News marketing program. Can also send a postcard talking about the program.

Tim O'Keefe- Can we combine message with annual mailing with Florida retirees? Audra will look into this.

Mary Darling-Last council meeting I volunteered to call anyone who left the program and discuss why they left she only received one name.

Audra Peoples-We were trying to screen on how to proceed with providing the names, so will discuss in next managers meeting.

Tim O'Keefe- asked for other ideas

Marie Brand- Workgroups have not received correspondence asking State Council members what workgroup they would like to be on.

Audra Peoples- She will get with Angela on sending workgroup assignments.

Tim O'Keefe- Also addressed no communication on asking what group they would like to be in.

Marie Brand-mentions needing to bring things up to date.

Tim O'Keefe-What happened to flyer created last year was on Ombudsman website don't see anymore?

Marie Brand-reminds these communications should be issued to each district once a month., Also, maybe remind DOM's to issue flyers and provide thumbtacks. And bring flyers to State Council meeting re-introduce the flyer to everyone.

Linda Howard will not be able to attend the conference.

Marie Brand asked if the flyers were originally created with district information.

Meeting adjourned at 10:49a.m.