



STATE COUNCIL MEETING MINUTES
Tuesday, January 21, 2025
10:00 am – 12:00 pm EST

STATE COUNCIL MEMBERS			
Vacant, Northwest (1)	Present <input type="checkbox"/>	Wanda Harrison, South Central (17)	Present <input checked="" type="checkbox"/>
Marshall Kapp, Panhandle (2) CHAIR	Present <input checked="" type="checkbox"/>	Jane Horowitz, Pinellas (6)	Present <input checked="" type="checkbox"/>
Vacant, North Central (3)	Present <input type="checkbox"/>	Patrick Cannan, Palm Beach (11)	Present <input checked="" type="checkbox"/>
Jacqueline Dohmen, Withlacoochee (4)	Present <input type="checkbox"/>	Valerie Collins, Treasure Coast (16)	Present <input checked="" type="checkbox"/>
Terry Lonczak, North Central (7)	Present <input type="checkbox"/>	Rita Duncan, Southwest (10)	Present <input checked="" type="checkbox"/>
Vacant, Brevard (18)	Present <input type="checkbox"/>	Paul Wilson, Broward	Present <input checked="" type="checkbox"/>
Michael Swain, First Coast South (15)	Present <input checked="" type="checkbox"/>	Carolina Lombardi, North Dade	Present <input checked="" type="checkbox"/>
Karen Gallagher, First Coast (5)	Present <input checked="" type="checkbox"/>	Charles Garavaglia, South Dade (14)	Present <input checked="" type="checkbox"/>
Vacant, East Central (9)	Present <input type="checkbox"/>	Mary Darling, At-Large Member	Present <input type="checkbox"/>
Jan White, West Central (8)	Present <input checked="" type="checkbox"/>	Kevin Cronin, At-Large Member	Present <input checked="" type="checkbox"/>

OTHER OMBUDSMAN PROGRAM REPRESENTATIVES	
Terri Cantrell	State Ombudsman
JoAnn Quiles	Deputy State Ombudsman
Alice Terry	Government Operations Consultant II / Central
Audra Peoples	Staff Director / Public Relations Coordinator
Angela Andrews	Legal Assistant / Central Office
Diandra Taylor	Training and Development Manager
Deborah Gerrell	Panhandle District Manager
Ingrid Aldana	South Central, Assistant
Fiorella Parasi	North Dade District Manager
Gloria Freyre	East Regional Manager
Alicia Salinas	South Dade District Manager
Judy Carlson	West Coast District Manager
GUESTS	
none	

JANUARY 21, 2025

OPEN SESSION

Called to order at 10:00 AM Quorum Established: Yes No

Last Quarter's Minutes Approved: Yes No

OPENING REMARKS – Chair Marshall Kapp

Chair Kapp welcomed all attendees and thanked all participants. Three new State Council Representatives: Jacque Dohmen of District 4, Carolina Lombardi of District 13, were recognized. A moment of silence was held in memory of former council member, Sharon Lauder.

CENTRAL OFFICE UPDATE – Terri Cantrell – State Ombudsman

- Audra has updated and replaced the AI generated voice messages with a more pleasant human sounding voice message for each district.
- There is a need for more seats to be filled within the State Council. Ideas are welcome.
- The office welcomes a new District Manager in the Northwest District Office.
- The Discharge/Transfer role is up and running. There is training coming up.
- Terri will be traveling more this year.
- Currently working on NORS and Annual Report.
- No news on hiring a new Legal Advocate.

WORKGROUP UPDATES

Advocacy/Legislative – Kevin Cronin

- 2025 Leg Session – Which begins March 4 and closes May 2. Hearings have already begun. Everything is cancelled this week due to storms and pushed off to next week. There was an appropriations meeting last week on Health and Human Services Agencies... Budget was presented.
- In looking at the budgets you can see the clear values for 160 dollars for the continuing program for nursing home funds and you can see that they are continuing the funding for other types of programs. Nothing leaped out about any significant changes.
- The PACE (Program for All-Inclusive Care of the Elderly) program might be a good resource for ombudsmen to be aware of.
- One bill of interest is the SB64 which is camera use/monitoring by residents and their families. This proposed bill would allow both video and audio. Many on the workgroup felt uncomfortable about the camera. There are many issues of concern with it. There are currently about 20 states who have camera laws and they all vary. Some have no audio and

some are just still photos. North Carolina had a similar bill and it got shot down because there were too many issues around privacy.

- Visitation frequency by ombudsmen was discussed. It was suggested that this needs to be refined a little. Suggestions were that some of the better nursing homes could be visited less and those with a lower rating could be visited more frequently.
- See attached minutes from the Workgroup.

Training & Education – Diandra Taylor

- The group has been discussing the upcoming conference. There will be a meet and greet Monday evening. There will be training all day on Tuesday and Wednesday. Guest speaker ideas were discussed, as well as a library of resources.
- Charles Garavaglia would like to know more about the resource page.
- Audra Peoples stated that if there is anyone not getting the monthly emails, please let her know.
- Reminder to register for the conference and, if someone needs to cancel, please be sure to cancel in a timely manner to guarantee getting their money back.
- Any suggestions on topics for the training can be sent to Diandra Taylor.

Recruitment, Retention, Recognition – Audra Peoples

- A nice group attended our last meeting.
- A marketing update was provided: There are 2,654 leads for potential new ombudsmen across the state. 290 Spanish speaking. 26,284 clicks on the site with a fifty-nine percent click through rate. 4,436,982 impressions. Leads were increased through this campaign by 20 percent. Fifty-seven percent of our leads were female.
- This is showing us that a lot more people have learned about our program, which is helpful in the long term.
- There are roughly 280 to 290 volunteers currently certified in the program and 51 are in training.
- The top four reasons for volunteer resignation:
 - It is too much like a job
 - Health reasons
 - People move away
 - A lack of responsiveness
- Additionally, we are running our NPR campaign, so we are advertising with two messages: one is a brand awareness message, and the other is a recruitment message which is statewide and ongoing.
- There will be a new and improved website, and we are redirecting from our old site for two years because the URL is changing.

NEW BUSINESS

- Carolina Lombardi would like to know more about the Medicaid and Medicare enrollment processes pertaining to nursing home residents.
- Diandra stated the Florida Health Justice Project will probably cover this at the conference.
- Charles Garavaglia would like to know more about the business side of nursing home operations.
- Terri Lonczak suggests case studies are always helpful.
- Marshall Kapp suggests learning more about rules on payment for rehabilitation. Many patients want to understand why they are not getting physical therapy.

OLD BUSINESS

- Discussion on the mission statements and locating that document and distributing among the State Council members.
- In recent past meetings we discussed what could be an attempt to propose some legislative language that would amend the statute that creates the state council. There is a big disparity between what the statute provides and what we want to do and should be doing.
- Terri states that the Department has a new Legislative Affairs Director and she can suggest that this person come to the next Advocacy workgroup meeting.
- There was discussion about issues with RTZ, and the volunteers having limited access to data about previous visits to specific facilities. Volunteers may contact their District Manager for information from the last visiting ombudsman to that facility.
- As a reminder, it is important to be cordial when interacting with each other to set a positive example to other new or potential volunteers.
- Terry Lonczak asked about the handing out of awards to retired volunteers or their families. Audra Peoples points out that this is something the program already does.

PUBLIC COMMENTS

None

CLOSING COMMENTS – Marshall Kapp

Thank you all for coming. The next State Council meeting is in-person at 3 P.M. on Monday, April 21, 2025, in Kissimmee. Details will be sent out via email.

ADJOURNMENT

11:45 a.m.