

Our Charlotte Elder Affairs Network

General Meeting

January 27, 2011 Meeting

South Port, Port Charlotte

The meeting was called to order at 8:07 AM by Karen Amador, President.

OCEAN Mission statement was read, all stood for the Pledge of Allegiance.

Visitors welcomed: Barb Edgerton, Xocai Chocolate; Paul Seusy P.A. Arcadia, Debra Ihnot, Mobile NP; Melissa Schiel, Peace River Home Health, Gina Townsend Ackson, Senior Bridge; Cinda Ezzi, Adv. Imaging; M. Magagnos, Hope Hospice; Beth Howe, Life Style Magazine, Bill Bidwell, Senior Care, Steven Carter, Carter Insurance.

Minutes of the November meeting were approved with a motion by Melissa, second by Dan Comier and unanimous vote of members.

Treasurer's Report from Marge Davis: *There is currently \$6,195.66 in the OCEAN treasury. This does not include any funds dedicated to the Resource Directory.*

Legislative Report from Sharon Weatherhead : *Financial guidelines for Medicare has stayed stable. There is a concern that many older adults are being considered "under observation" when going into the hospital rather than as being admitted. This results in Medicare not paying the expenses incurred during the maximum 48 hour observation period. Sharon was requested by Karen to submit a Legislative column to Bill Bambrick for inclusion on the OCEAN Web page so members may have a more current view of what is happening in that area. Bill asked that Sharon submit her column to him no later than Monday January 31st.*

Web page- Bill Bambrick: *Community events of interest, e.g., fundraisers, should be given to Bill for posting. Bill reported that the new Web page he is designing as a service to OCEAN will be easier to read and navigate, however the address will not change. He welcomes ideas and agreed to present them to the Board for consideration.*

The Member Roster will be available on the Web page so if anyone does not wish to have his or her cell phone number listed, let Bill know otherwise it will be posted.

New Memberships and Member renewals *need to have both the payment and the name(s) of the person(s) included along with the Company name. Marge asks that applications be submitted even on renewals so that the right names will listed in the OCEAN directory.*

Resource Guide-Melissa Vanderbilt, There is one Color Premier page left, 2 pages of Color ads and 20 pages of black and white advertising space available. The new cut off date is February 15, 2011 to submit ads and payments. Currently only \$8,000 has been paid and to publish 30,000 copies will cost \$18,000. It is imperative that members solicit ads for this book or the number of copies will have to be reduced. Quarter page black and white ads are \$95 and half page ads are \$150. Full page black and white space is not available.

Those who have not yet submitted their data for the 5 free lines need to do so before the cut off date. There are 400 characters allowed in the 5 free lines and that includes spaces and periods, dashes, etc. These need to be e mailed to Melissa.

The Resource Guide is being prepared by Buffalo Graphics. It is they who will receive the advertising layouts.

Marge Davis recommended that OCEAN purchase the back cover space for a cost of \$600. Karen reminded the group that as a non-profit group, even though we are sponsoring the Resource Guide, we cannot take advantage of that fact and take up advertising space that would otherwise be paid for. Not to pay for the ad would be violating our purpose as this is not an OCEAN booklet. After discussion the motion was seconded and passed unanimously.

Dale Phillips urged members to solicit the ads to pay for this much needed directory as the Deputies have handed out about 3000 and need more. The current directory is 5 years old and updates are needed.

There was a recommendation that companies or organizations that hand out gifts to businesses as an incentive may consider placing an ad for them instead. It was also suggested that the children living up north would find this useful in finding appropriate businesses to assist their parents living in our area.

Hospitality -The After Hours event is scheduled for Feb. 17th, 5 PM, at the Ice House located on the east side of US 41 in Punta Gorda. Appetizers will be half price. This is a social event and all are invited to participate and get to know each other. A reminder will be on the OCEAN web page.

New Business : Nominations for Honoree are requested. The Sunflower Luncheon is scheduled May 25th at Visanti's at which we honor someone who has been active in the community for their service, contribution, or inspiration/ to Charlotte County. Nomination forms were available on the table in the back of the room and via E mail. A selection will be

made in March as to whom the Honoree will be. The program has not been decided at this date.

***The Art Therapy Auction** will take place on April 30th at the Palm Harbor Auto Mall. Pam Teller reported that the Arts and Humanities is training people to teach and guide people such as dementia and Alzheimer's patients to express themselves with art. Auction pieces will be displayed around the community. Advertising opportunities are available in the Artwork Catalog that includes those pieces to be auctioned. The event is titled "**Expressions from Beautiful Minds.**" OCEAN members are asked to support this event.*

***The business card member for January, Jim Sproul, Edward Jones Investments,** gave a short promotion of his business and is a Financial Advisor who is always available to his clients.*

Karen Amador requested all members to be sure that their e mail addresses are accurate and to send any changes to her. Bill Bambrick recommended that if anyone's e-mail blocks the OCEAN mail, he/she may consider setting up a different address through Google or Yahoo to make sure mail is received.

Dan Comier asked that any corrections or changes to the information in the OCEAN directory be made on the sign in sheet.

Karen reported that since the scheduled speaker was unable to attend and although a substitute speaker was available, with the heavy agenda, it was recommended that we skip this portion of the program to allow members to attend work earlier.

***Memory Mobile events** will be from 10 AM to 3 PM and are all free to everyone.*

Marge Davis reported that Cassie at Home Health Network is putting together a Resource Guide. Applications will be available on the back table. This is a highly used guide and replaces the business card book that was difficult to maintain.

***Business Card Drawing for February:** winner is Bill Mercer, Bank of America.*

***50/50 Winner:** \$28 to Barb Patton*

The next meeting will be February 23, 2011 at South Port.

Respectfully submitted

Barb Patton, Secretary

