



Arizona In-Home Care Association

August 19, 2021 Virtual Board Meeting Minutes

Those present: Zach Shaw Steve Alfonsi Aaron Sinykin
Monica Bananto Seth Layman Keffory Levy
Jude Tarris Bob Dailey Steve Thompson
Lisa Mac Linda Thompson

Those Absent: Dayna Klecak Lisa Martinez Angie Rash

The meeting was then called to order at 11:32 AM by Zach Shaw

Minutes: There was no discussion regarding the minutes, Monica made the motion to approve, Lisa Mac seconded, and all approved

Treasurers Report: Zach asked Bob about the difference between membership revenue between 2020 and 2021. Bob said it was due to EPDPA members, and Linda said that she would again research the new members from EPDPA and why the \$5K+ difference existed. Bob moved to accept, Steve A seconded and all approved.

Bob dropped off the call at 11:40 AM

Membership Contacts: Zach asked each board member if they had made any contacts since the last meeting.

- Steve T – working with Ron Clark, Homewatch CareGivers of Yuma
- Aaron – No contacts this month
- Keffory – No contacts this month
- Lisa Mac – 2 leads she will disclose when they are definite
- Monica – No contacts this month
- Steve A – Working with Rebecca at ACME Home Care, a new agency
- Jude – Golden Heart and Senior Helpers, Tempe

Zach reminded everyone to talk about conference with every potential new member

Seth signed on to the call at 11:50 AM

New Board Member recommendations: Zach asked if anyone had any suggestions about members that would make good board members, or if they had spoken with anyone about board service.

- Jude said he felt that Daniel Stringer of Total Care Connections would make a good board member
- Steve A suggested Aaron Stough of Home Instead Cave Creek and Kimberly Mitchell of Home with Help, and Ralph Fern of HomeWatch Phoenix
- Zach has spoken with Traci at Sunland Home Care

Monica dropped off the call at Noon

Strategic Plan Follow up:

- Website counter for all recordings – Linda reported that she's working with Monica on the final details of the new website and that she has requested this to be done
- Quarterly member forums – it was determined by the group that no one is really in the mood for another Zoom call and that this line item would be tabled until a later date (to be determined)
- Monthly Education Sessions – it was decided to stay with the virtual sessions. This is a good lead generator and Linda does contact non-members after the sessions about becoming a member. If a non-member has been contacted by Linda twice, she will send the contact info to a board member for a personal phone call.

- Membership Dues increase – Zach asked those on the call their thoughts about increasing the dues.
 - Steve A thinks an increase is necessary; but that AZNHA would have to justify to the members how the additional funds would be used.
 - Jude believes \$50/year with the goal of reaching \$500 would be sufficient;
 - Keffory said that we should bump up to \$400 for 2022 and \$500 for 2023, but if there is a loss of too many members in 2022, we would stop there.
 - Zach put the proposal to the board for a vote. Keffory moved to increase 2022 member dues to \$400, Steve T seconded the motion, the remaining members on the call voted in favor, with Jude voting for a \$50 increase but voted nay for the \$100 increase; and Lisa Mac did not respond to the call for votes. The motion passed.
 - It was determined that Keffory, Steve A and Seth would draft the message to all members regarding the dues increase, and that Linda would send the benefits list to them.
- Social Media Strategy – Seth reported that he had looked at Facebook and that Monica Kelly was posting almost daily to the AZNHA page, but that it was ‘fluff’—not specifically relevant to AZNHA. He will begin posting information about conference and monthly meetings, or anything else relevant to AZNHA, keeping in mind that our content is targeted toward Arizona users.

Linda mentioned that LinkedIn should be a vital part of AZNHA’s social media strategy as it was used primarily for business contacts. Seth committed to begin working LinkedIn as well.

Linda will send Seth the ‘did you know’ page she had started after the July meeting. Since Monica was the only one who added comments, she dropped the task due to lack of interest. Seth can use this piece as a start for his postings to LinkedIn.
- Blog post series – Elaine’s article re. AZNHA will be posted on the Spotlight site in early September and the same article will be posted to the AZNHA blog page in late September/early October.

Lisa Mac dropped at 12:30 PM

Committee Reports:

EPDPA: Aaron reported that there was not much new. He did say that they will know in September about the minimum wage. Jami Snyder (AHCCCS Director) told him that if CMS approved it this year, that the legislators would still have to meet and approve the spending plan. There is no guarantee that the legislators will approve the plan and since they don’t meet again until January 2020, no one knows how long it would take them to vote and approve (or not) then it would be a number of months after before the funding kicked in. He’s guessing there’s no real help for EPD until end of first quarter or second quarter 2022. No idea what it’s going to look like – he is hoping there would be some backpay to provide caregivers for what they’ve done this year to keep pace and that it was rolled into the ARPA funding then annual or quarterly payments for the next three years based on what’s approved. Aaron says it’s a positive that they are trying to get something done, but they are in a holding pattern at this time.

Zach asked about minimum wage increase and Aaron said they didn’t know what it was so they couldn’t advocate for rate increases if they don’t know where they are going. The cost of living index is formalized in September which is an annual occurrence, and once he sees what that number is, they will be going back to AHCCCS and requesting offset funding – which appears to be a different process than the ARPA project. Aaron said that the Oct. 1 increase of 7.2% will happen, then hopefully they will get another \$0.30 to \$0.50 in January to offset that minimum wage change.

Aaron also said that Jami acknowledged that the old model is defective and seemed to be shocked that the model is still being used, and everyone shared the same sentiment, and that he hopes that that model isn’t used again. Aaron says he doesn’t think they have a model to use this year and if that’s the case, his goal is to tell them what they need to do.

HCAoA and Legislative (combined): Steve T reported that the AZ chapter of HCAoA met on 8/18. The only thing of importance coming from this meeting is that their in-person conference scheduled for Florida has been cancelled due to the Covid variant. Zach mentioned that Krystal had inquired about collaborating with some kind of mixer after the AZNHA conference. Apparently she wants to let people know that AZNHA and HCAoA are working together, but no one felt that was a good fit. Keffory mentioned that they could be a co-sponsor at the October mixer AZNHA is planning, and perhaps invite EPDPA to help sponsor as well.

Steve said that a few legislative items were discussed from the Federal level, i.e. the Credit for Caring proposal where a federal tax credit would be given to families who are caring for family members. And, the Senate is proposing a “choose Home” Medicare program where anyone being discharged from a hospital could choose to have care at home. Steve will send the draft of the bill to Linda to be forwarded to the board.

Conference: Monica reported that the committee had confirmed 2 big sponsors and that a total of 12 tables were spoken for, out of more than 35 available. She also reported that of the 9 speaker slots available, the panels had yet to be identified and that there were 2 breakout sessions and the closing general session were being held open. There is, however a waiting list for those spots.

Linda suggested that she and Monica draft a piece for Mail Chimp on how to make the most out of a participant’s attendance to these events. This was brought up when talk about possible exhibitors would be relevant to caregivers as resources for their clients. Owners and managers need to be educated on how to gather information from exhibitors and rather than just filing the stuff or tossing it, that it should be shared with their case managers and caregivers who would have the best opportunity to share some of these resources with the client.

- **Future conference dates for 2022/2023:** This item was tabled again. Linda asked about what would happen with scheduling conference since the AZNHA event had previously always been late in the year, and in 2022 it would be held in March. Would there be a 2nd event in 2022, would there be another 18 month lag to take 2023 back to late in the year, or keep the event in the first quarter of each year going forward.

Education: Jude reported that Pam Ostrowski would be speaking on

For those wishing some type of in-person gathering, the happy hour mixer could fill that gap, but it could not be just Phoenix – some accommodation would need to be made for the Tucson contingent as well.

Communications: Zach will contact Dayna regarding the date for the October mixer at Aunt Chilada’s patio bar in Central Phoenix.

He also mentioned that he had recently spoken at a Spotlight in-person meeting about AZNHA and that the room was packed.

Benefits: Zach had nothing new to report

New Business: Jude mentioned that mandatory vaccinations were now being required by Honor, Banner and other large companies, and he stated that he is in favor of mandatory vaccination. Neither Zach nor Steve will require all caregivers to be vaccinated, while other board members said they are handling the issue on a case-by-case basis.

The next meeting will be virtual on Thursday, August 19 from 11:30 AM to 1:00 PM.

Respectively submitted by
Linda Thompson,
Board Administrator