

Minutes of Meeting

There was a regular re-scheduled meeting of the Pine Valley Trustees on Monday, January 23, 2017 at 7:00 p.m. in the Pine Valley Community Room. Fred Clary, Richard McKee, Larry Sebranek, Jeanetta Kirkpatrick, Dr. Richardson, and Don Seep were in attendance. Dr. Richardson arrived during discussion of the marketing plan. Maribeth Conard, of Conard Creative Group presented the marketing plan and then left. Joan Bailey, Financial Administrative Assistant attended the meeting and left after discussion of agenda item #4. Angie Alexander, Director of Nursing attended and left the meeting after her presentation on overtime. Visitor Alayne Hendricks left the meeting following the overtime report.

The meeting was called to order at 7:00 p.m. by Fred Clary, chairperson. Richard McKee moved to approve the agenda and to verify the posting. Larry Sebranek seconded. Motion carried.

Jeanetta Kirkpatrick moved to approve the minutes of the last meeting. Richard McKee seconded. Motion carried.

Discussion moved to the Marketing Plan presented by Maribeth Conard of Conard Creative Group. Identification of the target market, various tools and their effectiveness at reaching the targeted group, key staff, tasks to be performed, length and intensity of marketing and cost were all discussed. It was suggested that 10% of the total revenue be spent annually on marketing, particularly when a new service is being filled. Wipfli felt there would be a year of transition and varied financials particularly in the absence of Family Care. Since Family Care is not permitted right now, these results will be minus that part of the census. Wipfli recommends doing intense marketing now with the possibility of backing off later. Discussion followed regarding the circulation and reach of local media. Maribeth will check the cost of public radio, the shopping news, spring green Voice and this will be reported at the next meeting.

A CBRF recruitment bonus was discussed. Kathy Cianci to explore this with Corporation Counsel and report at the February meeting.

Joan Bailey presented the vouchers with special notice of the following: \$668.35 to Cardmember services for Medicare recertification, \$8,063.20 to

Reinhart, Boerner, Van Deuren for legal fees, \$201,369.00 to Richland County Clerk for insurance premiums, \$666.30 to Complete Office of Wisconsin for a new safe, \$4,062.40 to Fitzsimmons Hospital for bed rental for two months, and \$394.61 to Walsh's Ace Hardware for hooks, salt, batteries, and extension cords. Richard McKee moved to pay the bills as presented. Larry Sebranek seconded. Motion carried.

Angie Alexander reported on open positions, scheduled and non-scheduled overtime and the cost for the same period prior year and current period.

Census averaged 77 with 6 Medicare Part A for the month. CBRF census which is filling, averaged 3.

K. Cianci reported on the condition of the transport van. The lift is problematic and has been repaired many times. The ADRC has been alerted that Pine Valley will likely need a new van from the upcoming grant cycle. Don Seep moved to permit the administrator to request a new van from the TCC at the upcoming spring meeting from the transportation grant. Richard McKee seconded. Motion carried.

K. Cianci requested approval to purchase therapy equipment to replace the equipment which is currently being leased. Richard McKee moved to approve an amount not to exceed \$19,000.00 for therapy equipment purchase. Larry Sebranek seconded. Motion carried.

The status of the Pine Valley wage implementation plan which was defeated at county board, was discussed. Pine Valley is sorely in need of a shift differential and wage adjustment to address the many vacant positions and assist with overtime, recruitment and retention. It was felt that this needs to be addressed as soon as possible. Jeanetta Kirkpatrick will contact Corporation Counsel for procedural advice.

Richard McKee moved to go to closed door session for purposes of discussing consultation with legal counsel, and to permit K. Cianci to attend. Larry Sebranek seconded. Motion carried by roll call vote with all voting aye. Fred Clary aye, Jeanetta Kirkpatrick aye, Don Seep aye, Dr. Richardson aye, Richard McKee aye, Larry Sebranek aye.

Richard McKee moved to return to open session. Dr. Richardson seconded. Motion carried.

Richard McKee moved to adjourn at 10 pm. Dr. Richardson seconded.
Motion carried.

The next meeting will be February 20, 2017 at 7:00 p.m.

Respectfully submitted,
Kathleen A. Cianci
Administrator

