**WACCRA Board Meeting**

**April 8, 2022**

**Via Zoom**

**Attendees:**

*Board*: Laura Saunders, Vice-President; Nickie Askov, Secretary; Jim Crim, Treasurer; Rick Baugh, Carlos Caguiat, Monica Clement, Judy Love

*Committee Chair*: Susan Dillon, Membership Chair

Membership Coordinator: Tom Sakata

Vice-President Laura Saunders called the meeting to order at 10:00 AM.

• Minutes: The minutes from the March 11, 2022, meeting were approved by consent.

• Treasurer’s Report: Approved by consent after corrections from Monica. Jim said that he will move another $10,000 into the Money Market account. **Laura asked Jim for the number of members making donations in addition to their annual dues.**

OLD BUSINESS:

• Updates on *Commitment to CCRC Practices*: Monica reported that floor meetings have continued at Timber Ridge with the ED attending them. Laura reported that she has been talking at floor meetings. Rick reported that Skyline residents are being consulted more than previously.

• Membership Renewal Update: Susan reported that WACCRA now has 1,038 members, including 56 lifetime members, with 32 in arrears for 2 years. Currently 227 had not renewed this year, but 682 have joined or renewed. No report yet from Parkshore, Horizon House, and Hearthstone. **Susan will have a more complete report next month as there has been a lag in posting data.** Tom suggested that contacting individuals about renewals works better than a mass mailing. Susan told members about the committee fair that will be held at Mirabella; WACCRA will have a table. Rick suggested contacting Donna about the WACCRA banner for the table. He also offered to drop off brochures to anyone who needs them.

• Update on Using Credit Cards for Membership and Renewals: Jim said that he thinks it will be doable. **Jim will do further inquiries about the information that we get back from the credit card company.** Rick suggested that WACCRA understand what is involved to keep the system working, logging support if needed, and developing a system for answering members’ questions. That might take a reasonable team of people.

• Diversifying the Resident Pictures Used in WACCRA Marketing Materials: Judy Love reported that she had received pictures from Mirabella and Timber Ridge. She said that the written permission forms should be kept by the submitter. She urged other board members to submit pictures, especially depicting African American residents. **Rick agreed to send her the contact information for Connie Hellyer at Horizon House who might be able to take these pictures.**

• Continue Discussion on Growing Membership Beyond our Current Boundaries, Increasing Saturation within our Active CCRCs, and Next Steps: Laura is testing strategies for recruiting members at Hearthstone. She, Rick, and Nickie will prioritize topics related to what WACCRA does for residents, emphasizing working collaboratively with management as opposed to protecting residents’ rights. Nickie added that a small group of presidents involved in the Presidents’ Roundtable have been contacting CCRC presidents who have not engaged in the Presidents’ Roundtable urging them to participate.

• Update on Placing the *Consumer Guide* on the NaCCRA and AARP websites: Donna received no responses from the CEO of NaCCRA or AARP. She will continue to follow up.

NEW BUSINESS:

• Development of a Strategic Plan for WACCRA: Laura volunteered to coordinate a task force consisting of additional board members Donna, Rick, Carlos, and Nickie to develop a draft strategic plan. **The group plans to have a draft ready for the next board meeting.**

• Discussion of messaging occurred as follow-up to the Governor’s approval of the budget. An additional $250,000 was added to the budget of the OIC to do an assessment of federal and state laws, create a framework for consumer protections for CCRC residents, and to survey what has occurred in other states. (Jim offered to send the charge to the OIC. Carlos later sent an email with other related materials.) While the board waited to thank those who had been instrumental in this achievement on behalf of WACCRA, they discussed how they might describe WACCRA’s involvement as supportive to the OIC. **Monica requested that Donna, Donna C., and Carlos review the News-Mail announcement of the funding for the OIC to be providing oversight of CCRCs. Monica also raised the question of sending targeted issues of the News-Mail to legislators**. **She would like members of the Legislative Committee to work with her (Communications Committee) in producing a News-Mail for legislators in September-October.** (The guests did not appear for the Zoom thank-you.)

With Eileen Cody’s retirement from the Health Care Committee chairmanship, it is possible that Nicole Macri will assume that position. Since she represents many residents in CCRCs, WACCRA might invite her to visit one. WACCRA might also want to co-sponsor a Candidates Forum with the League of Women Voters.

The meeting was adjourned at 11:45. The next meeting is May 13, 10:00-12:00, by Zoom.

Respectfully submitted: Nickie Askov, Secretary