Minutes 2.13.19

Led by: Kelly Griese (SOS), Nancy Moore (IAAAA/SMP)

Mission Statement: Empower Indiana communities to prevent and end senior exploitation and abuse.

Purpose

*Today we want to discuss and/or finalize the following: WEEAD Proclamation, invitation letter, website review, and further establish committees/workgroups.*

Welcome (Kelly)

- Minutes from 1.17.19 approved
- Contact List distributed

Introductions

Present

- Kelly Griese, Secretary of State’s Office
- Kylee Hale, Secretary of State’s Office
- Nancy Moore, IAAAA/Senior Medicare Patrol
- Vanessa Convard, FSSA, Division of Aging
- Pam Wellington, Health at Home
- Cynthia Oetjen, Marion County Prosecutor’s Office
- Diane Dove, Better Business Bureau
- Lynda Peterson, Heritage Hospice
- JJ De St Jean, US Postal Inspector
- Tamara Weaver, Attorney General’s Office
- Ann Smith, Applegate Elder Law
- Charo Boyd, Social Security Administration
- Jessica Brock, Indiana Legal Services
Executive Board Structure

Chair
Kelly Griese (SOS)
- Duties include: facilitate meetings, create and circulate agenda, develop structure of the group, manage website

Vice Chair
Nancy Moore (IAAAA/SMP)
- Duties include: fill in for the chair, send meeting invitations, maintain contact list

Secretary
Vanessa Convard (FSSA)
- Duties include: keep meeting minutes, share minutes with members

Committee Chairs (TBD)

Establishing Task Force

Finalize Invitation Letter

Reviewed Partner/Member Invitation Letter
- More impactful opening
  - Edited opening line to be more succinct
  - “According to pop proj…” changed to “as projected by”
  - Dropping “kelly school”, etc
- Last line modified
  - Change “to learn more” to “we welcome you to “
  - Include “or contact...”

Graphics
- Top Bar vs Side Bar
  - Generally prefer sidebar so that may become our established letterhead, but it’s ok to use the top bar if preferred.
  - Also ok to copy and paste onto another format, but may want to use this as an attachment

Suggestions & Planned Modifications
- All suggested modifications made during meeting

Action Items
- Review/edit the Google spreadsheet of our invite list
- Review partner contact list and confirm, or not, your assigned partners to contact

WEEAD Proclamation

Requesting a proclamation from the governor’s office
- World Elder Abuse Awareness Day is Saturday, June 15, 2019
Application is online
Goal is for the proclamation to span the week of WEEAD
Need 5 “whereas” statements
  o Reviewed draft of current statements
  o Made modification on statements (Kelly noted in draft)

Suggestions & Planned Modifications
  • All suggested modifications made during meeting

Action Items
  □ Kelly and Kylee will review and submit when ready

Media, Website & Social Media

Website
Reviewed
  • Domain IN-CASE.org has been purchased and is under construction
  • Modeled, with permission, after Maine’s website

Sponsorship
  • BBB of central Indiana is considering sponsoring the website
    o Kelly Griese and Nancy Moore met with Tim Maniscalco, President and CEO of Indy BBB.

Suggestions & Planned Modifications
  • None at this time

Action Items
  □ Inform Kelly Griese if/when you receive permission to list your organization/agency on our website as a member

Social Media
Sites
  • https://www.facebook.com/INCASEIndiana/
  • https://twitter.com/IncaseIndiana

Suggestions & Planned Modifications
  • None at this time

Action Items
  □ Provide Kylee Hale with your social media information (account handles, hashtags, etc.)
  □ Provide Kylee Hale with high resolution, transparent logos for your organization so that they can be included in future documentation (websites, press releases, social media, printed materials)
Committees/Work Groups

Managing Deliverables
Members: Nancy Moore

Tasks:
- Create a brochure
- Create a sign?

Media Relations & Communications
Members: Kelly Griese, Marry Wallace, Vanessa Convard

Tasks:
- WEAAD Governor Proclamation draft and submission
- Draft a news release to share with communication staff in offices expected to release it
  - The staff members will likely make edits for IN-CASE discussion and approval

Website Development
Members: Kelly Griese, Vanessa Convard

Tasks:
- Proofread website

Suggestions & Planned Modifications
- None at this time

Action Items
- Included in “tasks”

Upcoming Events (discussion)
Barter School Indy/MSW Event
April 1-4, 2019
6:30p-8:00p

Rabble Coffee
- Organized by Vanessa Convard
- Part of Money Smart Week
- Four separate events
  - Avoiding Medicare Fraud & ID Theft
  - ID Theft Recovery Plan
  - Charitable Giving
  - Money Wise
Fraud Forum (MSW)
April 2, 2019
9a-1p
Noblesville Nazarene Church
- Organized by Nancy Moore and Kelly Griese
- AARP will be a sponsor
- Panel: Kelly Griese (SOS), Sarah Everett?, Dr. Ostram, others
- SMP may be able to support with marketing, though probably not all of it
- Video on romance scams
- 20 exhibitors
- Could repeat event in June

World Elder Abuse Awareness Day
June 15, 2019 (international annual awareness day)
Time TBD
Place TBD
- Main release date for IN-CASE?
- Helps us focus on all kinds of abuse and neglect
- It is a Saturday, so perhaps a week of events
- Can we get the governor to make it an official week?

Potential Event TBD
Date TBD
Time TBD
Elmcroft Senior Living, West Lafayette
- Diane spoke with them
- Interested in hosting an event

Suggestions & Planned Modifications
- Each agency has their own booth, may have little “IN-CASE Member” logo/seal/button/sticker

Action Items
- Continue to explore potential events
- Begin to think about ideas for events on/around World Elder Abuse Awareness Day

All Action Items
- Partner Contact List: Review/edit the Google spreadsheet of our invite list
- Partner Contact List: Review partner contact list and confirm, or not, your assigned partners to contact
- Proclamation: Kelly and Kylee will review and submit when ready
☐ Website: Inform Kelly Griese if/when you receive permission to list your organization/agency on our website as a member
☐ Social Media: Provide Kylee Hale with your social media information (account handles, hashtags, etc.)
☐ Social Media: Provide Kylee Hale with high resolution, transparent logos for your organization so that they can be included in future documentation (websites, press releases, social media, printed materials)
☐ Media: Kelly Griese will draft a media release for group review
☐ Workgroups: Let Kelly know what you want to sign up for in workgroups and responsibilities.
☐ Workgroups: See Tasks above

Next Meeting
March 13, 2019
9a-10:30a
CICOA Aging & In-Home Solutions Conference Room C
8440 Woodfield Crossing Blvd, Ste 175, 46240