

Resident Council - 2022-09-12

gratefulness i am really grateful for the wonderful work that's been done on the bylaws and i want to thank the following uh helen lyons louise williams cat hamilton hamilton and uh sue camden and um and my missing second person thank you suzanne that's those are the first people who spent endless numbers of months meeting weekly working on it there we had an old set of bylaws which was written in 2017. they took it they took it apart they decided rather than amending it they rewrote it however they couldn't quite agree on the final form so the two versions went to the communications committee who i also think and it was a summary for the communications committee and they have produced what you've been seeing going around and we'll be voting on that at the end of this month.

okay i hope you heard that um all right that's what i'm grateful for anybody else got anything you want to be grateful about i can't hear you at all. well i'm grateful that that big dumpster on schroeder south stroker is gone it was quite an eyesore okay we have gratefulness for a missing dumpster as well any other gratefulness

okay um consent agenda any comments on the last council see none will accept that okay we're going to do something new with reports from now on rather than reading everything that's been uh submitted in writing what we're going to say is that a paper wants to have something in writing they submit it and they will need to basically let us know if they feel an oral report is necessary i have one of those today an outline being wretched so far now now i'm going to condense this real short because i know we all are here to hear about North Star so um important things that are new

there's a bus that will be going to leading library the fourth wednesday of the month and a couple of our council members got on that talk to greg and he has made that possible okay the um there will be an oktoberfest wednesday september 21st if you ever want to see craig has been cancelled so that will not be happening on september 23rd um the only other thing i want to say is that we have to start using word of mouth more to get people out we had a wonderful louder where were you it should have been a full house there were very few people here it was like absolutely right i went to your imagination workshop it was fine we left ten people flyers aren't continent folks and gray isn't going to keep putting out buses and putting up activities if nobody comes so if you've been to something and you liked it tell your friends tell your neighbors tell them tell everybody and let's get people out to these things because a lot of these things are really worthwhile that's my condensed form you christian speaking of activities since marketing canceled their 23rd to do we're going to have a wine murray tour a couple wineries that are down just outside of silvertown the sign up is for the block across the street over here first but it'll go up on the wall on thursday i think we've got probably six or seven spots first come first serve it's third it's friday afternoon 2 3 september thank you

bill um at the last council meeting there was a motion that passed that we always have the treasures report orally so i will pass the mic down to our treasure paul often uh the treasures report uh in three parts i'll make them as quick as i can the first part is the financial report pertaining to the first part is the financial report pertaining to the various committee accounts the garden committee spent 259.51 in august and has 236.18 at the end of august there was no activity in the the wood shop took in one thousand and ten dollars during august and spent 377 has a balance of 3945.19 at the end of august the treasure house uh took in 3 54.80 in august and distributed fourteen thousand dollars seven thousand rvi and seven thousand to the foundation and um began this month with a balance of 87 4265.87 none of the other committees had any activity during august i'll quickly go through the balances the selling and craft account had sixteen hundred and seven dollars and eighteen cents at the beginning of this month the library committee at 5995.21 the employee party fund which rarely has any

activity at all had 129 and 11 cents the green team had 425 and seven cents and uh the community activity fund had ten thousand one hundred and twenty four dollars and four cents so there's a total at the beginning of this month of all of these accounts of twenty nine thousand seven hundred and six dollars and three cents second fund is the council's administrative budget provided by rbi uh we have twenty five hundred dollars a year uh provided by rvi and none of it had been spent as of the beginning of this month some of it has been spent this month on by-laws related activities we'll have a report on that next month finally the [Music] holiday fund activity we took in 3 400 and 92 cents in contributions to the fund during august so at the beginning of this month there was a total of twenty one thousand two hundred and fifty three dollars and seventy cents uh that's down a couple of thousand from where it was at this time last year so it's time to start getting those contributions in folks there are no outstanding checks in that account so that whole goes towards this this holiday fund distribution and that's the treasure of support are there any questions you know i have a question for you which does not appear here uh we had as you may recall a great volunteer event a couple three weeks ago and there is money budgeted there but it doesn't show up here okay

thank you paul okay uh the reason most of you have come today our fearless leader vasser berg is here to talk to us about north side.

how would you would you like us to sit at the table or when what's your normal procedure

we have no normal procedure.

Vassar

dennis is a member of the board at North Star we will try to keep the microphone in the right distance to our speaking boxes so thank you very much uh for having us i appreciate that um we have the opportunity to talk about North Star now that phase three is finally wrapping up we still have a little bit more work there might be some more dumpsters of some kind i'm not sure but uh but we're on the home stretch for sure so i do want to introduce dennis russell he is a member of the North Star board not the Rose Villa inc board and he has been active in every role possible in senior living for the past 35 years and i will say that he has been a friend to Rose Villa from the very beginning where we had any glimmer of phase one and we knew that we had to do something

he was then the executive director at friends view in newburgh and he reached out to welcome me to the ccrc club um as a new ceo myself and we went out and toured his community and he had just gone through his own initial redevelopment and i did this both with the senior managers i had at the time and with the board that i had at the time we went through the whole community and everyone afterwards said well this is really beautiful we never do this and then we got in the elevator and dennis stick us down to the basement and the doors opened and it was 1967 down there 62. sorry and everyone was a little bit shocked and then i said the entire campus looked like this one year ago so it gave people a visual and concrete example of what you can do when you're planning ahead.

so for that i am still very grateful i did it all the time because it was really helpful for us to move forward with that i'm going to give this to dennis to let him talk a little bit about who he is and why he said yes to the opportunity to serve on the North Star board thank you

Dennis

i don't talk as loud as probably i should so i'll work at that my 35 years um i've served as chief executive for six different organizations and regional vice president for a large system um in the last uh 12 years i've actually i was the ceo of midnight health services consulting practice

which was a national practice based out of goshen indiana and uh lancaster pennsylvania but my office has always been here in oregon and so uh and i'm now a consulting associate i've been a consulting associate and retiring in november my last two projects um ended november and um i was thinking i was going to get to retire until i got this call from Vassar saying hey we uh we're starting the and we had talked about the system and her vision for the system and i was not saying yes to anything honestly not saying yes to anything um and my wife is grateful for that we have some plans and grandchildren to spoil and things to do

but rose villa is unique and nationally Rose Villa is known as being unique not because of ambassador Vassar's done a nice job the team has done a nice job and honestly the residents that have been asked to sacrifice a few residents that have been here a long time before all this happened that's years and years and years of sacrifice and i think the commitment to the community the resident love led lifestyle and a couple of other things i told Vassar that i've so appreciated something as simple as supportive health care services when requested not as the staff drives you or forces you or thinks you need to be there um and then this is a porous campus it's not this big enclave gated walled-in can't even get to see anybody and it's part of a larger community and i have said for years that we all have to work at making the kind of communities we want to be a part of and i frankly could see myself very easily being a Rose Villa resident

and i love i really love this place i think it's really unique and i think it needs to be more than just a milwaukee organ um and so when she talked about the vision for North Star um i all of a sudden recoiled because a lot of my consulting practice has been running into burning buildings or organizations that are in trouble and i've been involved with three different small systems that we're not doing well and part of it was the way it was structured part of it was the inability to honor the original sponsor in campus by which they birthed this organization um two some grew too slow and couldn't afford the staff they needed so they were frankly draining team members from the original community at the community's expense quite honestly and so the value proposition is important the scale and the ability to move at a pace that doesn't i i use time talent and treasure can't be sac can't sacrifice it's one thing to make an investment in an organization it's another thing that it's at your expense both in terms of time talent and treasure and and the organizations that have struggled i think their vision was so scattered and their willingness to chase down opportunities and spend a huge amount of time and resources on something that didn't even have a proper filter in the first place.

So i would argue that my role on the North Star board again i'm not on the Rose Villa board but i have a sensitivity to make sure that whatever northstar does does not harm Rose Villa because frankly North Star wouldn't exist without rose villa, and so i'm a little more cautious maybe than um some people i've seen what can happen when organizations aren't attentive to the value proposition and also the thing i think that has hurt mostly and so this is not a surprise. And Vassar, i told her in the beginning i'm not coming on this board if it's going to be a prescriptive reserve power oriented Board - that the the the reserve powers that are going to be seated to this umbrella organization are so restricted that that umbrella organization has too much authority because **if this is truly a resident-led community the residents have to have say in the decisions that impact them.** So it's one thing to have reserve power.

So I like a federal model which is more of the Kendall system model. I'm a huge fan a huge advocate i serve on the national friends services board and it is a system that works and provides a lot of independence local control local boards and a lot most of the majority outside of it's got to be a really high level decision in terms of impact for this umbrella organization to even get involved and then represent representation for Rose Villa and any other affiliate on the North Star board is something that's equally important to me so Vassar took me in and she said why did i say yes after all of my my concerns and only the things i really am passionate

about i'm going to work on and she said that it's perfect that's that's the system we want to grow.

So i think i'm full of some horror stories and some things that went poorly some of them you mentioned bylaws today some of it wasn't how the bylaws were crafted some of it was on how the reserve powers how the residents can actually prove get proof that the management services that they're providing are of value instead of once you sign this management agreement once you sign this affiliation agreement you're locked in you know you can't divorce you can't change management companies you can't do anything basically right anything of consequence we're going to have to approve even selecting board members. So i was not interested in that type of system and fortunately as Vassar shared it with me neither is she neither is the North Star i think there's only two of us that are mom but the three Rose Villa members of course have been very very strongly strong advocates of um of that independence and so um i mean i can talk all day about the things i appreciate and tell you more stories of the things that didn't go well and why but that's not why we're here make sure just listen to me so thank you i really appreciate it.

Vassar:

I'm gonna start a little bit more at the beginning so i appreciate everything you said and it made more sense as we get further down the road i do want to just make sure that everyone understands this is an initial conversation i hope everyone remembers that i am setting up small group meetings with every resident on this campus who wants to speak to me face to face that's rolling out over the next two months i think the first one is this afternoon so that's an opportunity to tell me directly what you are concerned about about northstar or really anything through those meetings i will develop an faq to advance our shared knowledge and understanding so to keep track of the concerns and the responses to those concerns

i have also invited a senior industry expert mary munoz from ziegler which is our investment banker those are the folks that helped us get our initial financing and all of the finance that we've got so far that she will be coming to speak to the resident council as well as to an open resident meeting and i'll be seeing her this week at a conference we are both at and we'll figure out when that's going to be.

The North Star board is going to be on site to host future meetings to talk through our goals and then **of course i'll return to the council as often as needed particularly as we have actual projects that may be developing.** so i want you to know that we've been approached pretty consistently with increasing frequency since about 2017 from by other organizations to help them in all kinds of ways they've asked for advice they've asked for consulting they've asked me to help them develop another campus they think thought about partnerships or joint ventures and through that time we listened and i was super interested in what they had to bring to me it let me know the kinds of opportunities that might exist out there but frankly there's no way that we could have done anything like that because we're in the middle of our own redevelopment. That's job number one which is why we're really not talking about this until after phase three is almost complete.

So we had to focus on the redevelopment of rose villa and cannot could not pursue other opportunities of any substance at all we answered a lot of questions on the phone that's for sure the concept of North Star is as the next step in Rose Villa's future so we've conceived of this as just one of a number of ways to ensure the long-term vitality independence strength whatever you want to say individuality. The things that you care about at Rose Villa. How do we keep that life strong and protected for current residents and those that will be here in the future that is not to say that we are not a strong organization now. What it does say is that you really have to look to the future to be ready for it in the same way that 10 years ago we planned

phase one two and three after studying and working on that for several years we have to think about the future now we're in a great position to do it.

So it's helpful to understand this as part of the longer term journey of rose villa many of you haven't been here for part of that earlier history and decisions and our management team and our board has been acting on a long-term vision of the community for strength and health and staying our own weird unique self for as long as we possibly can and those decisions were made in a context of risk. We had risk if we went forward and there was a lot of risk if we did nothing. So the decision to create North Star was really made in the context of a deep understanding of the residents that we serve the board members that have been part of these decisions and it is part of a longer term journey for this campus so any future path that we take involves risk there. I am not here to say and i have not said that North Star is risk-free. Doing nothing however is a choice and it is risky. So my job with input with from senior management team and all the experts and partners that we have collected over the last 16 years is to assess the risks both of doing nothing doing something, doing one of many different things. The fiduciary responsibility of both the Rose Villa and North Star boards is to look at those risks understand the mitigation strategies and weigh the risk of whatever path we want to choose to go. it's it's

We don't know the future we have to make our best choices with the information that we have. So there are lots of opportunities or lots of ways to get to where we want to and it's my belief that our commitment to Rose Villa and our commitment to making sound decisions and recommendations will strengthen and protect this community. It's important who we choose to be on the boards. It's important who we choose to serve in our management capacity and all the senior staff. Here everyone needs to be committed to Rose Villa first as an understanding of this is what community can be and then North Star as a way to both protect and strengthen Rose Villa and to help like-minded communities in the future.

So i want to talk a little bit about the people and the track record of the folks that you know the people that brought you the Rose Villa you live in today. Those are the same people that are helping with North Star so we're it's not a separate group of people the team has demonstrated results. I think that you can see those results and i think that may be helpful to think about that as we look forward the risk to Rose Villa of doing nothing. The risks that we seek to mitigate through a growth strategy are many of them and i've talked about those before but i will just refresh your memory. Labor has become one of the most extreme issues that we face right now. Cost and quality of labor. Both of those things are critical issues. The cost of capital for improvement in buildings is expensive. Systems are difficult to purchase for a small organization we have to make do with what we can afford continuing improvement and growth in ideas and services and programs that's difficult to support in a non-growing environment. There can be strength and safety in numbers and that means specifically for you spreading costs among more people. It's just one component but that is an important one and it will be one of the strategies we can use to moderate future fee increases.

It's not insignificant but another another risk that we can moderate is if we've got more than one community more than one facilities manager if something happens and we certainly have experience with a lot of unforeseen things happening lately we have some redundancy and expertise and ability to step in and help so those are the kinds of things that communities that are part of a larger organization get the benefit of. So structure and the likely growth path for North Star we are still in early days. This is a work in progress the North Star board is working to shape up our options. But this will also certainly include the Rose Villa board and we will certainly be communicating with all the residents here . Opportunities could surface that we haven't even considered and we do not we have not yet fully defined the relationship or the potential relationship between Rose Villa and Nort Star as well as any future organizations that we might serve. So that is still the cake being baked. Our management team believes that

servicing other like-minded communities who are also trying to plan for their future and need to be part of a group to have access to more resources than we can have on our own is a worthwhile mission for a North Star that we can take the advantages that we have and use them for the benefit of other communities that are like-minded and share our journey with us.

There are specific metrics and business plans for different types of growth so we have the partners and the expertise to follow those plans to track those metrics so that we can make those decisions about what risks are worth taking for what reward we think. So none of the ideas we're thinking about are new ideas - we're not going to build a rocket ship or do things that we don't know what the heck we're doing. We're talking about communities we're talking about senior living we're looking at potential partners that we would then have to basically forensically assess and that's not just financially. We spend a lot of time on our board creating a list of screens basically and one of the most important screens is sort of a cultural screen. Do people in an existing community who might want to partner with us in some way - do they have the same values that we do. Are they progressive. Are they innovative. Are they interested in serving the greater community. I think it's very important because no matter how great they might look on paper the cultural part will kill any any organization or any joint venture that we think about and there's a lot of information about that out there. So taking very very great care about culture as well as finance and a lot of other considerations as well as we think about what might happen. We have to research and thoroughly about any opportunity that comes our way. There's nothing going to be happening after you know one meeting. That's crazy - we're talking about a major major investment in our future. There are lots of ways that North Star can grow. I think that using Rose Villa as the mothership essentially makes a lot of sense because it is the reason - that's the thing that we want to make available to other people. the thing that makes Rose Villa so unique and so interesting. I think we can make - encourage - in other locations.

So for Rose Villa to help financially get northstar going - there's a lot of local and long-term benefits for Rose Villa. There are financial benefits - we're not giving money to another organizational - Rose Villas not going to just turn over money without a financial return but there's also the long-term benefit of having all of those resources at our command and as Dennis mentioned certainly we will have representation at the board level of North Star.

So one of the one of the common practices is that the originating community has two board members seats versus any other affiliate or organization having one so there's you have additional influence. Because you have been there. You are the people that are making this happen.

There are a couple things that were uh sent ahead of time that I just want to be sure I touch on. The figure of \$850,000 I understand got a lot of people upset, so in the context of that number: Diane and I were felt it was important that we disclosed to bond investors before we issued the bonds for phase three that this thing might happen and we at that time we needed to say okay so what might that look like if we needed to pre-fund an organization like North Star this is before March of 2020. I just want to be clear. So we thought we were getting ready to go and so we're trying to think about what that might look like. So it was not a crazy idea at the beginning of the pandemic that that might happen - five years \$850,000 as a startup of a company - not to fund the startup of a specific project just to start a company - we thought that might be reasonable to get it to the point where it could start generating its own revenue. That was a projection not a budget. There are no dates there's no details. It was a best guess from us at the time about what might actually happen.

And of course what actually happened was total focus on the pandemic. We didn't do anything with North Star. There's nothing. There's no money that ever was asked for or transferred or anything else like that. So I do want to be sure that you all understand that any

investment or loan or purchase or anything of that sort of magnitude would and does require Rose Villa board approval. There's - you don't just write a check that's not how things work. This is a pretty serious legal entity so no money like that has ever been asked for or nor are we on the cusp of that right now.

The other thing that i wanted to talk a minute about and dennis can maybe jump in if you would like to is the idea of the system that we are thinking about building and there are a lot of multiple community systems in the non-profit senior living world they are not all structured the same. I worked at Pacific Retirement Services a long time ago. I am very familiar with their approach and I chose to leave that organization because i did not agree with their view of senior living. I am not interested in creating an empire of dependent colonies or little Mcdonald's of senior living.

Ideally the general public wouldn't even know who North Star is. It's not about North Star. We want to support like-minded communities who want to stay independent and be their own thing. They want protection from future instability as much as Rose Village does. Only Rose Villa right now is currently in a position to be able to do something about that and create this organization. so some of the non-profit affiliations that i do know that there's some Rose Villa social media concern about illegal action 12 years ago at PRS and i - i do want to just make sure that we're clear that we have a shared understanding and my opinion certainly is that the underlying issue with that particular suit was the disconnect between PRS and the mission and value of the company they represented and honestly that can happen whether we go to a bigger organization or not. It could happen if we have a whole turnover among staff and there's no communication of values if we're not careful about who we invite to be part of this community. That can happen anytime but in this particular instance prs i think had a complete divorce from the mission of the people that they served and it does take work to stay true to your core values and that particular lawsuit was about the management agreement with rogue valley manor. It did not allow the manor as Dennis mentioned to shop for another management company if they were dissatisfied with PRS. They were married for life. so PRS is one of hundreds in the nonprofit senior living space and it has never been nor ever will be any model i aspire to it's a little horrifying to even think of that um so. i just want to be sure don't forget a couple of things that i wanted to talk about in terms of uh.

There are a lot of detailed questions that really can't be answered because we're not in a detailed place yet. I do want to mention that in terms of accounting for expenses my time has become more focused on trying to make North Star work in the last several months for sure. I just want to say that I do spend a lot of time working on big picture items for Rose Villa things like being the president a leading age oregon, serving on the audit committee of the national leading age organization, being part of the education committee for the national organization, being a juror for senior living publications. I'm on the editorial board of environments for aging. I speak all over the place about all kinds of things. I think all of those things benefit this community. They're not operational but they benefit this community.

I do believe that the initial thinking and meeting about North Star does fall into that category but i do not expect Rose Villa to infinitely pay for an executive director and as CEO for all time. at some point we need to get North Star launch launched or stop and that then will become its own financial entity and if i work for both organizations then both organizations would be would be responsible for my overhead.

So we have not really expended much hard costs and those are the things that we will certainly account for about before the end of the year. It is mostly head scratching, thinking through things, what should we do next, forming the board, all those sorts of things that i feel are appropriate to advance the interest of Rose Villa to a point and then that needs to change.

Another question that i saw submitted was about financial leadership so in terms of financial leadership for North Star we intend to focus on outside experts as the lead for financial support at this time the benefit is that North Star can spend focus dollars for specific needs or projects rather than hiring someone making sure we have the right expertise for each situation. for Rose Villa. The Rose Villa board and myself are very comfortable with Angela Hansen our director of finance remaining the financial lead for our company. I think uh do you have anything you'd like to add right now?

Okay uh there was one more um about conflicts of interest and uh the existence of a conflict of interest in itself doesn't mean that we can't uh two organizations can't deal with each other. it's pretty common among multi-community systems that those have those dealings have been necessary appropriate and worked well for both parties. As North Star has develops we will take a further look at the extent to which the supporting organization status of North Star may limit or ameliorate the conflict of interest analysis so things may change over time. That's ?????????? for this and the development of policies and procedures to address these and other governance matters will become into focus as we go down the road. But i as i had a conversation with steve last week and one of the one of the things is **i can't imagine asking five strangers to come work on North Star. This is from Rose Villa so it makes sense that certainly at the beginning that it is part of the executive board of Rose Villa board that is making this happen. That the interests of Rose Villa are served and are paramount as we move forward.** That is what i have ready to talk about .

And we do have a little more time if you have i'm blinking i keep doing this like a forum i'm so sorry this is this group i'm talking to yes

Bill Rector: Do you have a project of any kind that is kind of in your sights saying you know when we get organized we kind of like to do this

Vassar:

Well you know we've spent a lot of time thinking about because i can't tell you how many variety of things have been given to us and i will say that really i think our expertise is building community so it is very likely to be in that realm whether that is helping an affiliate and we're not interested in burning ships we're not going to save people that don't have any money or they destroy their community but if there are potential partners who are looking to the future and they want to make the decision rather than be scooped up by someone when they're in trouble those are communities that we'd be interested in helping and then potentially creating communities. so the community part is the most important thing that i'm interested in

Dennis

And i'll just say friday the North Star board had a all-day retreat and we created or worked on they're not finalized these filters of what we would consider and what the staff needs to do before it even comes to the board there is work to be done before we bring it up before the staff brings an opportunity to us as a board. and i and i think the thing that was so telling to me was that you know the financial piece of that filter that cone that comes down to yeah this meets all these criteria it was important but the cultural filter that master mentioned was more important i started thinking to go in and take a troubled facility over and also be trying to work at the culture at the same time i can't imagine how long that would take honestly and if the organization doesn't have a willingness um i think you're just pushing water uphill and so i think that i i came away from that thinking that you know that cultural fit and and so in one sense a green field development from scratch would be easier the cultural fit is that important to an organization now that doesn't mean that's going to jump to the top of the list but to me my takeaway was that all of these filters are going to be used so we don't have board fatigue of them trying to vet every single little opportunity. so as a board member i was grateful for that and we spent what six hours together on friday as a board and that was very very helpful.

Do you want me to call people are you calling me right

Question from the audience:

I'm sure I'm not alone in these questions but I'm still unclear as what North Star really is if Rose Villa is so unique which I believe believe it is are these ccrc's that North Star is working with and I'd like I'd be interested to know who they are where they are and what their culture is I'm uh I just have those concerns that is it possible for us to be able to see what you know the documents of the history of North Star and their involvements and their finances etc etc

Vassar

so there there aren't any we are not we've only said no so far so since 2017 we have said no over and over and over so thanks very much no we tell me more no we can't do it no that sounds interesting no here's someone else that might help you but we there is no there's nothing there are no projects right now. so that's what we were talking about is going forward how would we select what we say yes to. we have not said yes yet

Audience: Does that prevent us from learning more about North Star?

Vassar:

Well that's what we're talking about today and really what we can talk about is how we're going to make decisions we have a five-person board there's there's not really any revenue yet. we've spent a little bit of money on some legal documents and legal opinions and that's really all there is to it right now Joe.

Joe:

so there's no specific ccrcs that northstar is affiliated with?

Vassar

Not yet but can I just brag on is it okay if I brag we were we were asked and this is something we said no to and I'm sure you'll understand why but we were asked to be a co-sponsor for a buddhist zen-inspired community in southern california Enzo South they're building another one with the zen center in san francisco and I literally jumped up and down to get the phone call . but of course we can't do that it's too much money it's too far away it's too soon but it's that you know people are calling us all the time for all different kinds of things so back in 2019 we thought we should create some sort of structure so that one of those calls came through we said yes that's it we were ready and we didn't then have to go back and create a company and apply for all the things that we we did in a very slow pace over the last two years so I hope that's helpful

Dennis

but I think the question you asked was the same question I had coming out of our meeting and when I was I'm new to the North Star board is what is it and so we had an exercise to develop a uh elevator speech and so I'll just tell you what I wrote for mine right my elevator speech and so it hasn't been approved by any board member but I said to bring value and enhance the performance of value aligned affiliates that served seniors by providing services training and relationships and then my vision statement was a growing collaborative of affiliates that serve seniors focused on excellence resident-led lifestyle and are committed to their non-profit calling. so that was my personal like coming out of this meeting you know we're going to write an elevator speech and that's what I wrote for my elevator speech because I have I asked the same question really what is north star as a brand new board member because it hasn't existed long enough to have all this history right. so anyway that's that's you know my own

personal uh vision and mission statement but i had the exact same question if i had to explain it to somebody what would i say.

Audience:

you spoke to some things in california that said this is too far away sounded interesting but too far away what would you see as the area that North Star would serve

Vassar

so thank you for that question so that that's one of the things that as we get further down the road we will talk through the filters the board will come and talk through the filters that's a pretty easy question though because we had pretty quick alignment. so traveling to southern california i can't get there back in one day. it's just not possible. so that is a no-go. um but we did also agree you know let's again we're looking at the future 10 years down the road it may be totally reasonable to go further afield but we're pretty local right now it's a commuting distance back and forth in one day i don't want to move anywhere nobody wants to move anywhere so that's that's to start and it makes it easier to leverage our relationships all of the things are going to be easier the closer the part the project is to us.

Cathy Schwabe

I guess i'm struggling with a couple different things um i think we all came here because we thought it was a really unique place i think we feel it's a unique place and even in times of doubt as some of us then wonder should we go somewhere else there isn't another place uh that's like it and so i think even those who are feeling uncomfortable uh with things that might have happened uh staff being let go the changes that are that we're going through we come back to feeling that this is a great place and this is where we want to be. in the very big big big picture i can sort of understand how there might be some economies of scale or an idea of economies of scale of spreading um certain things over multiple campuses but i'm - i'm not sure i really believe that and i'm also i'm not understanding what do we as this unique community get out of this.

Vassar

so my the only reason we're doing this is to provide long-term stability and strength for this unique community that is the reason. and so what what i can see happening so one one example one way that communities have bolstered themselves is by increasing the number of residents so 20 years ago if you had a 250 person community you were pretty good and 10 years ago that's really more like a 400 person community and places like mary's woods are now 800. Terwillager Plaza 700. if that's the way you would like to ensure the stability for the future someone else is going to have to do that because i don't believe that that is how this community wants to grow. what other ways can we grow and then provide the resources we need to do the things these residents all of the residents here want to do. those are expanding needs they are not contracting needs people always want to do more and that is one reason why this is an interesting place. but that requires resources.

so on on one level one of those resources is me Rose Villa can't really support both a ceo and an executive director but if we had three or four communities then my cost is a quarter of that so immediately lifting off some of the expense. that goes for senior level financial leadership senior level facilities leadership so there's a strategic management component that will directly benefit Rose Villa in terms of less money for more.

the other part that we talked about a little bit at the retreat was that i think in my speaking with residents over the past certainly seven years is that most of the residents here are aware of the privilege and experience that they have both created and bought here and that they feel some level of desire to expand that to other seniors and we've talked about in terms of lower income housing for seniors. i think we could talk about the middle market for folks that don't have quite

as many resources as we do here how can we provide this kind of environment for those folks. that gets into squishy territory and i'm uncomfortable speaking for residents on that but i have heard residents and i believe that that is part of what makes this community different is that we do care about elevating the opportunities for other seniors and this is one way to do that.

As much as we would like to continue this is the first of many opportunities to talk to nasa we have the rest of the meeting to finish so thank you Vassar, thank you dennis i think.

Councilors

We have questions. This is the first - we want - we have questions we have questions. Don't cut us off.

Jerry

i understand you have questions but we have a limited amount of time.

Councilor

No we don't

Jerry

Excuse me. Listen. And Vassar has many more instances where she will be able to answer your questions in small groups where you can go into more depth so this was never intended to be the Vasser and Dennis show for two hours. that's not why we're here.

Joe Eusterman

Many of us prefer large group discussions

Jerry

Then you're in the wrong place. Well this is the council meeting so we're going to have to figure out how else to get you a large meeting.

Vassar

We will certainly have a larger meeting and when the North Star board is here and i am certainly happy to have a special meeting about North Star as well that doesn't roll all over the council

Jerry

thank you

Vassar

okay thank you very much appreciate it

Jean Coberly

council meetings often run an hour and a half and more we've all we've often run more than others

Jerry

You want it - take it. That is silly. Let me be chair if I'm chair.

Jean Coberly

I made a comment.

Jerry

I know you made a comment. A comment that was not called for.

Jean Coberly
I think that...

Jerry

The meeting is going to continue one of the next things on the committee okay one of the next things that we need to do is we need to talk about the bylaws which takes time there are other things.

Joncile, please note that Gretchen walked out.

Councilors

Other people are walking out too other people are walking

Jerry

up the agenda to remind you all did not say we're going to talk about North Star for hours that isn't what it was for i invited you to give us an introduction to what she was going to talk about which she will be talking about in many groups either small or large she's not going away you're not going away there will be many more opportunities

okay bylaws um there's been a lot of ability to look at the bylaws as written and what i'd like to see is that the council would like to make a recommendation you're approved or deny the bylaws as written so move thank you second okay to recommend to the people of Rose Villa to pass the bylaws as written the election is not for the council we can make a recommendation but we don't vote as a group the bylaws have to be passed by individuals in the resident association and there will be an election later okay

Joe

Point of order.

yes sir

Joe

it's my understanding that uh we've had one meeting to discuss the bylaws already that that was back on the ninth and that there are two other two more meetings coming up to discuss the bylaws.

Jerry

that's correct. one on the uh. Do you have a question or is this a speech

Joe

i'm wondering why why what's the need for this motion

Jerry

the need for the motion is to have the board decide if it's going to be recommended or not thank you but as i just stated the election will be for the residents the additional meetings are for the resident association individuals to go over the bylaws and ask questions this group may attempt those individually but not as a group the motion that was just made and seconded was that the council would recommend that the individuals of the association individually pass the bylaws the person who made the motion is not even agreed okay counsel would you the motion that's on the table is that the council recommend to the resident association as a body that they pass the bylaws as have been written and distributed all of us in favor. that's eight all those opposed. none opposed. thank you

okay next item of business um it's been requested by bill kunitz that the council released a hundred dollar honorarium for the pianist to be used for resident remembrance services be willing to entertain a martial so move second all those in favor who would like to approve taking the hundred dollars out of our budget which the treasurer has previously reported is available to pay for the pianists at the residence remembrance services all those in favor there's a conference going on outside opposed thank you it passes uh bill yeah okay any other items that the council would like to bring up steve

it's probably worth a quick update on the satisfaction survey which uh they can hear me online [Laughter] thank you um just a quick update on the satisfaction survey you may recall that last meeting we um passed a resolution to uh to have a independent customer satisfaction survey and um and the the goal is to discuss with tina the idea of doing it collaboratively jointly and splitting the cost um that discussion was positive so we uh are moving ahead with that and uh we'll be you know here within hopefully the next week or two meeting with the company that does these things Holleran and then we'll know more about what exactly the schedule is but uh just again that's that's pretty much the update it's uh in process and don't know what the schedule is yet

thank you steve anything else okay uh Paul

just to kind of follow up on the question of uh future question and answer sessions on the bylaws yes there will be two more this month one will be a a zoom session on the 21st and then there will be a another live session on the 27th there will be two more in october we're not sure when and where they're going to be we hope they'll be in schroeder but that depends on whether shorter is available at that point so uh watch this space for for that but there will be two more this month i believe i misspoke about the day of the election the election is on october 27th it will be a paper ballot at a meeting so people need to show up and get their balance and vote anything else he just doesn't okay see nothing the meeting is a joke wait just absentee ballots yeah the question was will absentee ballots be available and the answer was yes

okay the meeting is adjourned.