



## Meeting Minutes

July 11, 2023

### Prepare, Care, Collaborate

**Roll Call** (Cindy Brown) All members present.

**Statement from the Chair** Meeting process will be Robert's Rules.

**Meeting Minutes** (Joncile Martin) Explained that an error had been made in the June 6, 2023 Minutes and would be corrected by removing part of the erroneous sentence. A corrected copy will be sent to Jean Coberly for the archives. The Council voted to approve the amended Minutes.

**Rose Villa Management Report:** (Vassar Byrd and Jim Willeford) Jim Willeford reported on the status of many projects, improvements, and updates on our campus. Many thanks for all the great work being done to our community. His entire report is shown as Attachment # 1.

**RVI Board Meeting Report** (Cindy Brown) Cindy reported that the Chair of the RVI Board of Directors, Glenn Rodriguez, will be stepping down at the end of his term in December. Susan Nestor, Rose Villa resident, has been asked to serve on the RVI Board. Congratulations!

**RV Foundation** (Don Lehman)

As we entered the summer this June things got very busy on campus, folks are traveling, and it seemed like a good time to lessen the pace of new Education and Enrichment presentations for a bit. However, that doesn't mean your Foundation stops the work of ensuring everyone in our community is able to live their best lives here. Additional requests for financial assistance were submitted, approved, and put in place. Rose Villa senior staff have been more active in meeting with the Foundation board and teams as we work at effective collaboration together. Angela Hansen is doing a great job of helping us scope the community needs for financial

assistance. Erin Cornell is looking for learning opportunities her team can take the lead on in the areas of health and wellness. We are excited about the impact and momentum we see from the Foundation engaging with both residents and staff!

### **Foundation Activities, Presentations & Events**

- The Community Engagement Team's Great Getaways Golden Ticket Raffle was fun and very successful, as all 150 tickets representing \$7,500 in new funds sold out weeks ahead of the initial deadline. As a result, the drawing was held in early July and the winners are:

Willamette River Yacht Cruise – Jim Willeford

Beach House on Netarts Bay – Shirley Smalley

Condo in Waikiki, Hawaii – Nancy Daniels

Beach House in Manzanita – Bill Scheible and Family

Seaside WorldMark Condo – Jean Lofy

- At a recent Education and Enrichment team meeting, Erin Cornell took the lead in planning a Zoom presentation on Pain Management. It is planned for some time in August and will be presented by Dr. Lindsay Benes who is a university professor and expert in this important topic.
- The Tuesday Market for 2023 launched to a terrific start on Tuesday, July 11! The new location outside the Schroeder Lofts Rec Room was enjoyed by all. The proceeds generated by the market are much appreciated by the Foundation.
- In mid-July, a fun outing for members of The Pacesetters Club is planned for berry picking and a picnic at Morning Shade Farm in nearby Canby.
- It was recently announced that Dr. Daniel Gibbs, an author and speaker at the forefront of efforts to aid in early detection of Alzheimer's Disease, will be here on campus in mid-September. His book, "A Tattoo on my Brain: A Neurologist's Personal Battle against Alzheimer's Disease", is an incredible read. This is an event you will not want to miss!
- Planning for the topic of Money and Aging is in process for a future E&E presentation.

## **Madrona Grove** (Norma Martin) .

There are two confirmed cases of Covid 19 on the second floor and masks are required for now, (There are also two staff members and one family member out with Covid). The good news is the residents are experiencing little discomfort and are symptom free.

We have added a *Movin' and Groovin'* class, Wednesday mornings. We now have five classes a week: Monday, Tuesday, Wednesday, Friday and Saturday! Independent living residents are always welcome and encouraged to join any class! The classes are fun, upbeat, and you're guaranteed to recognize the music! And there's the element of gentle exercise while seated, too.

Volunteerism is increasing and we have onboarded four new volunteers in the last month! Thank you! We would love to have more.

There are now three Activity Support Specialists serving from 10:30am to 7:00pm throughout the week. They are Kayla, Jenny, and Cara, all familiar faces adding to the gifts they are already sharing with Madrona Grove. Their tasks include but are not limited to: support with meals, one-to-one assistance, group activities, and welcoming guests. It's so nice to have a friendly greeting when entering!

### Activity Highlights

7/15 Food Demo Brazilian Candy making with Jenny

7/19 Picnic Bus Trip to Scouters Mountain. Bus leaves at 11:00am. I would like three volunteers to help with this trip. Lunch will be provided. We will have a fried chicken picnic.

7/22 *Around the World with Gail* photo tour at 3:00pm Larkspur

7/29 3:00pm on Fernwood. Music and Improv Games with Kate, Val, Marianna, and Jenny. The more the merrier! This is a great class and is such a blast when we have a big group. Come join the fun!

## Treasurer's Reports (Paul Wathen)

### Residents' Association Council

#### Financial Report

June 2023

	Beginning Balance	Revenues	Expenditure	Ending Balance
Garden Committee	3,571	0	0	3,571
Choir	1,523	0	0	1,523
Wood Shop	6,019	150	0	6,169
Treasure House	13,547	5,324	0	18,871
Sewing & Craft	755	123	0	878
Library Committee	3,831	0	0	3,831
EDF Party Fund	(94)	0	0	(94)
Green Team	2,053	0	0	2,053
Sunday Suppers	232	482	396	318
Community Activity Fund	7,189	0	0	7,189
Total	38,625	6,079	396	44,307



**Resident Association Council  
Budget Report  
June 30, 2023**

	ANNUAL BUDGET	FIRST OF MONTH	SPENT THIS MONTH	END OF MONTH
District Meeting Support	600	555		555
RVRA Annual Meeting	400	400		400
Annual Council orientation	300	300		300
IT expense	500	500		500
Administrative expense	500	342		342
Contingency	200	180		180
	<hr/>			
Total	2,500	2,277	0	2,277

## **Marketing Workgroup Report (Shirley Smalley and Jennifer Werdel)**

Shirley and Jennifer reported to us on the Workgroup process and progress in dealing with issues raised by the Holleran survey and in the Marketing listening sessions. Jennifer handed out a one page document giving Sales and Marketing Reflection Data. (See Attachment #2) The Workgroup report is shown below.

I am Shirley Smalley, Chair of the Council Committee formed to work with Marketing to address issues identified in the Holleran Survey.

The full Council Marketing Committee includes three resident Council members: Shirley Smalley, Cindy Brown, and Alice Hardesty; also three additional residents: Molly Holsapple, Becky Gish, and Jan Wainscott, and includes the three members from Marketing: Director of Marketing and Communications Jennifer Werdel, Molly Watts, and Kenzie Williams.

Today we'll share with you the issues we have identified, the progress made, and the still unaddressed issues.

First, we identified issues from the Holleran survey and Listening Sessions and prioritized the top three. Initially, the resident group and the Marketing group were working independently, so the issues identified were not always the same. Early meetings of the entire committee were tense due to the lack of a common understanding of what was expected and who was to be involved. As we have worked together, meetings are now more open and productive. We are still learning to listen and collaborate.

Our top three issues are Marketing Messages:

Non-Marketing Issues and Communication Style and Clarity

The first Marketing messages received by prospective residents are on campus discussions and written materials.

The survey comments, in several different ways, said the marketing messages did not match life at Rose Villa. Major areas of concern included too much

information rapidly presented immediately before move-in, and unclear information on health services and financial issues. Also, the Resident Handbook was distributed with instructions to read it but no follow-up was scheduled prior to move-in.

By the time Council Committee members met with Marketing for the first time, Marketing had already identified a number of issues and developed strategies to address them. For example, Marketing scheduled a series of “Learn More About” topics, where department management or outside partners present relevant information to future residents. Previously, most of this information was presented by Marketing. Future residents can now receive more complete and accurate information in important areas, such as financial. Thank you, Marketing, for moving ahead to address issues raised.

Some survey comments were attributed to Marketing but are not the responsibility of Marketing. They are included here to recognize their worth and to suggest where they could be addressed. An example is the 48 hour response time requirement when a future resident is offered a specific home. Some interpret this as a pressure sales tactic. It is, rather, a Rose Villa business policy. It is similar to other CCRCs and is used to avoid long vacancies. This policy is now discussed in the Life Plan 101 meetings and in the letter sent to future residents upon paying the \$3,000 fee.

#### The third survey-identified marketing issue is communication and clarity

This issue was expressed throughout the survey and is not limited to Marketing. It was often expressed as a lack of trust. The focus of this committee is on development of strategies to support better listening, straightforward presentations and authenticity. This is the area we are just beginning to address in the full committee. We look forward to future and continued progress in this area. Racial diversity at Rose Villa is a long term challenge and strategy issue for all Rose Villa. It is not something for today’s discussion, but we want to recognize that the survey respondents did mention it.

This committee recognizes that our greatest asset in marketing is Rose Villa’s current residents. Therefore it is essential that we build trust. We thank you for your attention and welcome your questions and remarks.

## **Announcements (Gretchen Holden) Volunteer Appreciation Luncheon**

Gretchen announced that a lunch for residents will be held on Main Street, August 24 at 11:00am. No sign up is needed. The lunch will be a recognition and thank you to the leaders and participants in all the groups on our campus. Rose Villa has allocated funds to the Community Relations Coordinator, Grey Davis, to pay for the lunch. A list of all the Groups at Rose Villa will be provided at the lunch. There are more than 40 groups functioning on our campus. You will be able to see what these groups are, who their leaders are, and whether there is a group in which you may be interested and would like to be involved.

### **Upcoming Meetings**

Exec Committee meeting: Tuesday, July 18, 2023, 9:30 am

Resident Forum: Tuesday, July 18, 2023, at 2:30 pm

Council Meeting: Tuesday, Aug 1, 2023, at 1:30 pm

Meeting adjourned at 2:30 pm

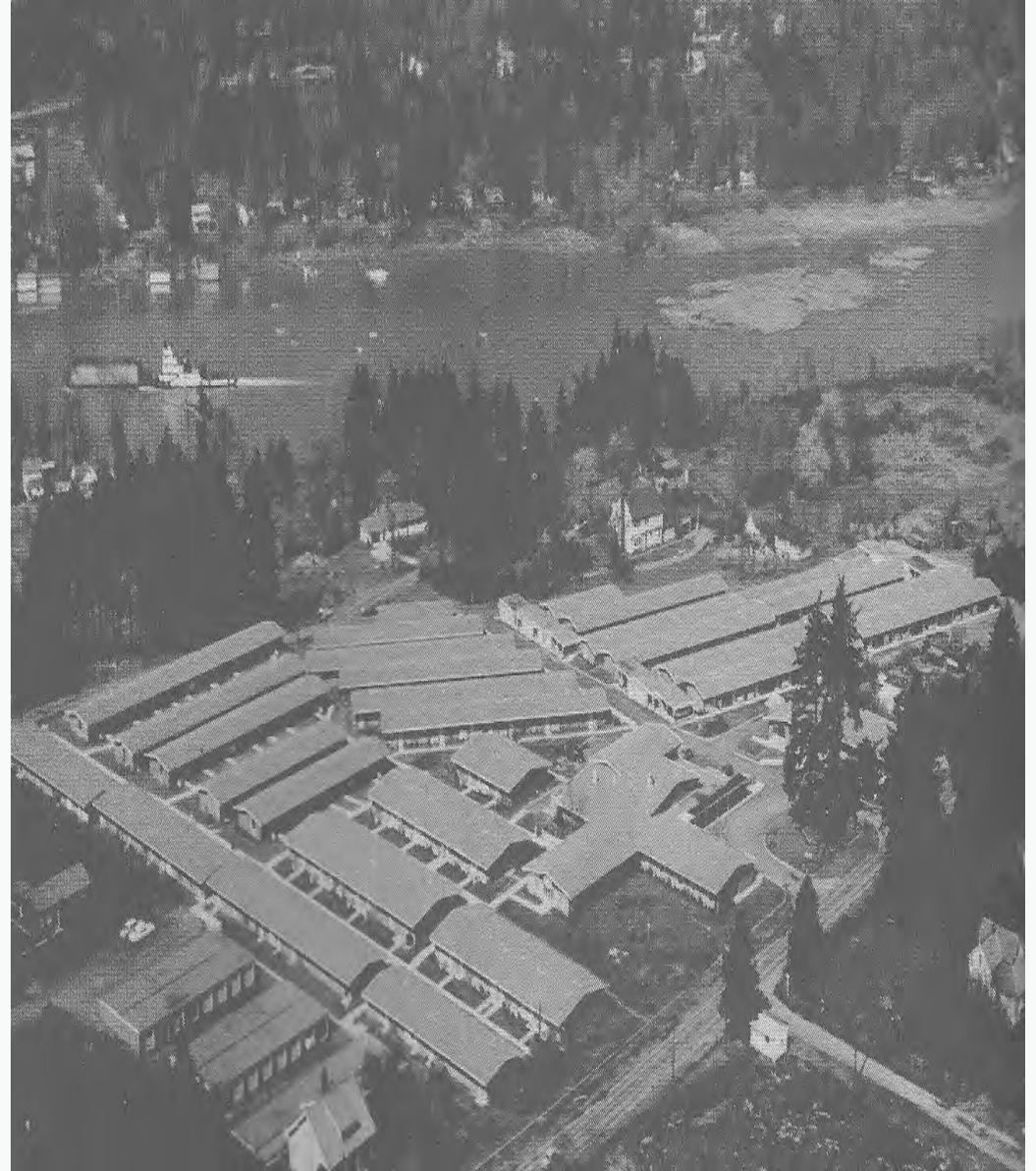
---

# Rose Villa Operations

Resident Council

July 11, 2023

Jim Willeford, Director of Strategic  
Operations



---

# Contents

01 Management Team

02 Information Technology

03 Facility Services

04 Food and Beverage

05 Environmental Services

# 01 Management Team

Jim Willeford  
Operations



Rick Hamell  
IT



Kofi Dah  
Facilities



Norine Mulry  
F&B



Diana Hernandez  
EVS



# 02 Information Technology – Project Updates

- Pac AV Upgrade – Complete. Significant improvement of system for both hard of hearing participants and hybrid meetings.
- Zayo Circuit Removal – Complete. Eliminated this redundant service, saving Rose Villa \$16,620/annually.
- Comcast Cable Box upgrades – 40% done. Net zero cost to Rose Villa. This will give residents more viewing options and flexibility.
- FOC Internet integration – 100% done. Integrated FOC Internet with the rest of campus saving Rose Villa \$1,668/annually.
- Torbank Internet integration – 20% done. Integrate Torbank (facilities on the E side of River Road) with the rest of campus. Will save Rose Villa \$2,268/annually.
- Cell Phone booster for Schroeder – 75% done. Installation of cell phone boosters in Schroeder Lofts to improve residents' cell phone reception in the building.
- Network Restructuring – 50% done. This will reduce our total number of servers, saving Rose Villa \$7,250/annually.

# 02 Information Technology – Project Updates

- Purple Air Sensors – 90% done. Rolled out four (4) internal, and three (3) external sensors to measure air quality. One sensor needs to be moved to be closer to Wi-Fi. All Rose Villa staff phones have the application installed. Data is available to residents via the Purple Air phone app or online.
- IT Infrastructure Monthly Inspection– Complete.
- Rick will be giving a quiz/presentation at next week’s Resident Forum on preventing internet fraud.
- Madrona Grove Elevator Access Control – Have solicited proposal to add access control to the two Madrona Grove Elevators. Anticipate completion by September 2023.

# 03 Facility Services – Project Updates

Building Operations / Grounds Work Order Summary								
From: 1 Jan, 2023 To: 20 Jun, 2023								
Total In Progress	Open at Start of Period	New During Period	Completed During Period	% Completed	Rejected or Duplicate	Open at End of Period	Average Days Open	
4,980	362	4,618	4,602	92.4%	205	173	10.4	

- Natatorium Dehumidifier Project - Complete. McDonald Miller completed the dehumidifier replacement project May 2023.
- Community Garden Project – Complete. Repaired retaining wall and regraded and rocked paths.
- Knox Box Installation – Complete. Installed Fire Department master key lock boxes at entrances to multi-unit buildings.
- EMS Wayfinding – Complete. Re-lettered buildings on campus to achieve unique alphabet designations for EMS wayfinding.

# 03

## Facility Services – Project Updates

- Bamboo Removal – Complete. Removed invasive bamboo between buildings Q and M. Project required replacement of retaining walls and patios.
- Madrona Grove Auto-openers – Complete. Installation of auto-openers for Madrona Grove mudroom doors on both resident floors.
- Burst Pipe Repairs – Complete. Residents returned to their homes on June 30<sup>th</sup>.
- ReportIt App – Complete. Fielded security reporting app to all Staff and Residents.
- Seeds Meeting Space – Complete. Seeds has been refurbished and furnished for use as a gathering space for Staff and Residents.
- FA/FS Inspections – Complete. Conducted campus wide inspections of Fire Alarm and Fire Sprinkler systems. This inspection identified several areas for correction. Repairs are 90% complete.
- AED Monthly Inspections – Complete. Replaced pads on several (4) AEDs this month.
- Dryer Vent Cleaning – Completed annual cleaning.

# 03

## Facility Services – Project Updates

- Annual Fire and Emergency Inspection - Complete. Conducted annual inspection of all campus fire extinguishers, electrical panels and lighting.
- Smoke Detector Inspection– 95% complete on annual campus wide inspection and battery replacement.
- Clean/Replace HVAC Filters – Completed campus wide quarterly inspection and cleaning/replacement. Just received a new consignment of filters for this quarter.
- Clean Dryer Ductwork – Complete. Completed campus wide Annual Dryer duct cleaning in May 2023.
- Clean HVAC Ductwork – In progress campus wide HVAC Air duct cleaning. This will be completed every three years.
- Roof/Gutter Inspection – 50% complete. Annual inspection is underway, and completion anticipated by September.
- Testing and maintaining backflow prevention devices. Annual inspection is complete, repairs to Madrona Grove completed. South Main repair is being scheduled.
- Deck/Window Cleaning – 30% complete. Annual deck/window cleaning is underway with completion anticipated in August.
- Madrona Grove 3<sup>rd</sup> Floor Conference Rooms. We have met with Phil Allen, an acoustic engineer for Sound Palace Design and are evaluating their bid for acoustic treatment.

# 03

## Facility Services – Project Updates

- Three Sisters Guest Suite – 5% Complete. Have signed contracts for flooring, painting and plumbing. Anticipate completion by October 2023.
- Ceramics Create Space – 5% Complete. Have signed contracts for flooring and plumbing, soliciting proposals for electrical work. Anticipate completion by October 2023.
- 13614 SE River Road- Have signed contract for demolition and fencing. Contractor waiting on final plan review and permitting by County.
- Rose Court Stormwater – Completed repairs to stormwater infrastructure in June 2023.
- Madrona Grove RTU Sound Barrier Wall – Completed installation of sound attenuation wall on Madrona Grove roof in June 2023.
- River View Terrace Sun Shades – Have received quote to add sun shades to River View Terrace. Making color choice now, and anticipate installation by November 2023.
- Wood Shop Sink – Have signed contract for installation of a shop sink in the woodshop. Anticipate completion by September 2023.
- Emergency Potable Water– Will install HVAC and store palletized water containers in old Treasure House Garage. Anticipate completion by August 2023.
- Schroeder Loft Garage Gates – Have signed proposal for installation of vehicle gate system in Schroeder Loft Garage. Anticipate completion by October 2023.

# 04 Food & Beverage

## Project Updates

- Madrona Café Successfully Opened for Breakfast Service on Monday, March 6, 2023
- Happy Hour Service Restored as of January, 2023.
- Catering Services resumed January, 2023.
- Heirloom Refresh: In process. Have conducted several meetings with interior designer Sarah Levrets with Revivify Interior Designer. She is putting together color boards to present to stakeholders for input on final design.
- Harvest Grill Acoustic Work: In process. We have met with Phil Allen, an acoustic engineer for Sound Palace Design and are currently waiting on their assessment and bid for space improvements.

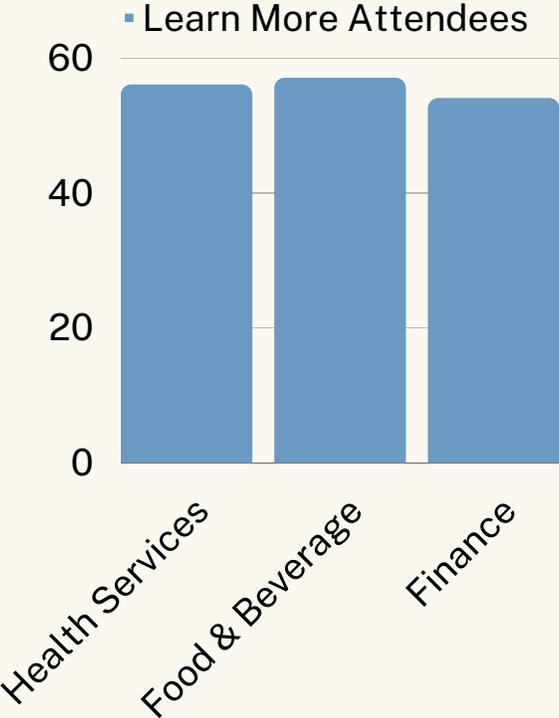
# 05 Environmental Services (EVS)

## Project Updates

- Employee Huddles – Added weekly employee huddles with staff for better communication and updates.
- Scheduling – created new scheduling process for “white glove cleans” also for Madrona Grove cleaning.
- Staffing – Minimized staffing offering part-time and short work week positions to attract staff to fill positions.
- Equipment – Purchased new equipment (carts, vacuums, carpet cleaner) for employees enabling them to do a more efficient job in less time.
- Process – Have implemented fragrance-free cleaning products across campus in response to Resident input during EVS Listening Session.
- Future endeavor for EVS- Shifting schedules to increase efficiency, time management and more service for our Residents

# Sales & Marketing Reflection Data

## LEARN MORE EVENTS



An average of **55 future residents** attended Learn More Events as of July

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
Average survey score for Health Services and Finance Learn More events **9 out of 10 (rating=excellent)**

*\*More may have watched the recording*  
*\*Ratings were not received for Food and Beverage*

## LIFE PLAN EVENTS

Average survey score for Life Plan events January - Made by attendees **9 out of 10 (rating=excellent)**



Ten current residents attended/hosted Life Plan 101 Events Jan-May



## RESIDENT INVOLVEMENT

**5** Residents showed their homes based on a request from marketing Jan-May

**8** Residents hosted a meal or coffee with a prospect based on a request from marketing Jan-May

**48** Residents are on marketing advisory group list

**13** Residents attended the 2023 marketing advisory group meeting to discuss the Transitions Binder