



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
 - Reviewed draft of current statements
 - 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
 - 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?
- <https://acl.gov/news-and-events/events-and-observances/world-elder-abuse-awareness-day>

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