

ROCKY KNOLL HEALTH CARE CENTER FOUNDATION MINUTES

Rocky Knoll Health Care Center
N7135 Rocky Knoll Parkway
Plymouth, WI 53073
Shah West Conference Room

August 22, 2016

Called to Order: 3:30 PM

Adjourned: 4:50 PM

MEMBERS PRESENT: Charlie Conrardy, Dale Pauls, Linda Laible, Richard Bemis, Rachelle Valleskey, Brian Hoffmann, Ron Becker, Jeremy Fredericks, Cindy Stevens

MEMBERS ABSENT: Bernie Nowicki, Denis Schmideler

OTHERS PRESENT: None

Mr. Conrardy called the meeting to order at 3:30 PM. It was noted that the agenda was posted on August 15th, 2016 at 2:15 pm in compliance with the Open Meeting Law.

Brian Hoffmann made a motion to approve the minutes from the meeting on July 25th, 2016. Motion was seconded by Ron Becker. Motion carried.

A Request for Release of Foundation Funds in the amount of \$35.00 was received from Cindy Stevens for an email blast executed by the Plymouth Chamber of Commerce. The blast went out to the 550+ members of the Chamber informing them of the opportunity to be a merchant at the Foundation's "Jolly Holiday" event. Dale Pauls made a motion to approve the Request, seconded by Linda Laible. Motion carried.

Linda Laible presented the Fund Raising Sub-committee report regarding possible advertising opportunities for the "Jolly Holiday" event. She had drawn up an ad and received several publication options with pricing for the board members to consider. Linda had also contacted Sheboygan radio WHBL and shared pricing options for a thirty second ad to run at various time slots. She said that if we can provide them with a budget, they would be better able to provide us with a suggested schedule to target the group of shoppers we want to reach. The group discussed the options Linda had presented and decided to wait until our next meeting to make any decisions on advertising. Rachelle mentioned that we currently advertise for Rocky Knoll on The Breeze radio station and that they could be asked if they would do a free spot for us. She will contact Pam Zastrow about this possibility. Cindy offered to the group that as of date she had twelve vendors committed to the event. The group discussed whether they should consider cancelling the event if they do not have a minimum of 20 vendors. It was determined that they could make that decision at the next meeting. Hopefully more vendors will sign up in the next few weeks and we can move forward with the "Jolly Holiday" event.

Dale Pauls and Rachelle Valleskey have been meeting to discuss the development of a Continuing Education Reimbursement Program. We are not unique in having several unfilled nursing positions – we currently have 17 openings. Unfortunately many facilities are currently suffering from a lack of qualified applicants for the numerous CNA openings they have. If Rocky Knoll could offer a more attractive work package we may be able to entice applicants to come our way. This could be done through an Education Reimbursement Program that pays part or all of an applicant's CNA training, or offers financial support for Continuing education courses

towards an LPN or RN degree. Dale feels strongly that the Foundation's mission fits this educational piece. The group discussed other avenues to make job seekers aware of the opportunities at Rocky Knoll; such as holding a Job Fair, going directly to High schools and making presentations that highlight the benefits of working at Rocky Knoll, and advertising on Internet job sites. Dale Pauls made a motion that he and Rachele continue to work on this project and bring their suggested policies and forms for a Continuing Education Reimbursement Program to the next meeting. Ron Becker seconded the motion, motion carried.

Linda Laible reported that she approached the Christian Women of St. John's group about supplying devotional brochures to Rocky Knoll. Josette Svitter is the contact person for the group. Her mother-in-law happens to be a resident at Rocky Knoll. Josette offered to deliver to Rocky Knoll any extra brochures they have left after distribution to their members. She said that the number is usually 20 – 40 brochures. Brochures are ordered every 3 months (quarterly) and will be delivered on the same basis. Josette will contact Cindy Stevens for information regarding how we plan to distribute the brochures and to get some feedback on their use. We will start by asking Life Enrichment to distribute the brochures during the Praying of the Rosary on each Unit. They will be asked to report back to the Foundation as to the number of brochures requested and to gather feedback about their receipt. Cindy will send a Thank-you letter to the Christian Women of St. John's thanking them for their generous donation following the first delivery. Thank you Linda for doing the legwork on this project.

Jeremy Fredericks presented the Financial report. There were no questions. Richard Bemis made a motion to accept the Financial report, seconded by Ron Becker. Motion carried.

Richard Bemis made a motion to adjourn, seconded by Linda Laible. Motion carried. The meeting was adjourned at 4:50 pm.

The next Foundation Meeting will be October 3rd at 3:30 pm at Rocky Knoll Health Care Center in the Shah West Conference room.

Cindy Stevens
Recording Secretary