



THE MOORINGS AT LEWES

A SPRINGPOINT COMMUNITY

AFTERNOON EXCHANGE

January 7, 2020

Annette V. Moore, Executive Director, opened the meeting, wished everyone a happy new year and thanked them for attending.

Annette:

Annette reminded everyone to be careful when writing out the date for the new year. She cautioned that all four (4) digits should be used for the year so that no one could write in a fraudulent prior year number after the “20”.

Annette reported the Skilled and Assisted Living census numbers were the best of all the Springpoint facilities. Currently IL census is 118, Skilled is 37, Safe Harbor is 14 and Assisted Living is 29. There is only one room available in Assisted Living.

Karen:

Karen reported that she wanted to give some high level numbers for the activity in Marketing. She said that in 2019, 759 people expressed interest in the community; up 92 from 2018. She reported that The Moorings is the highest lead generating community at Springpoint.

Some further statistics are:

- 2018 - filled 13 units; 14 move-outs; occupancy on 12-31-18 = 89%
- 2019 - filled 20 units; 17 move-outs; occupancy on 12-31-19 = 90%
- Current vacancies include 2 apartments and 7 cottages

Springpoint made a strategic decision to divide Sales and Marketing into two separate departments. Jimmy Tavormina, a new Vice President of Sales was hired in 2019 and Julia Zauner was promoted to the Vice President of Marketing position.

Sales incentives for 2020 will focus on selling the Kent model cottage. Five of the seven cottage vacancies are Kents. One will be converted to a model and there will be an open house event.

Karen also explained that she is interested in strengthening the Ambassador program. Prospects touring the community are interested in meeting with the marketing staff, but they really enjoy hearing from actual residents. Karen is having a meeting on January 15th at 1:00 for residents interested in joining the Ambassador Marketing Program. Notices will be placed in the cubbies.

The final piece of the Marketing strategy is the Referral Bonus program. The Referral Program consists of:

- Residents who refer a new person that moves into the community will receive an equivalent of a free month after the new resident has been here for 60 days;
- If a family member of a current resident refers someone who moves in and stays for at least 60 days, then the resident receives the equivalent of a free month stay;
- A Realtor licensed in DE or NJ who brings in a resident will be rewarded with \$5,000; and
- An employee who refers a resident will receive \$2,500.

Finally Karen reported that she had purchased new silk plants for the IL hallways. She will be placing them soon.

Annette:

Annette reported that residents seemed very pleased with the dining experience during the holiday season, starting from Lights of Love through to Christmas Eve and New Year's. She relayed a story from Christmas Eve about the lobster bisque. She said that a resident's family member shared with her how good she thought the soup was. Annette brought out the employee who made the soup and asked that the story be repeated. The employee was very moved and said that no one had ever shared a compliment with him like that.

In regard to Dining, Annette was very pleased to introduce Pam Barnette as the newly hired Director of Dining Services. Pam is a Food Service Manager, Certified Dietary Manager and a Chef, and she is very prepared and excited to take on this role. Pam was hired four days ago and is already working on a 30/60/90 day observation plan. She is talking to all of the staff and determining strengths and weaknesses to not only provide excellent nutrition but the level of customer service that all residents deserve.

Annette ordered some energy use statistics from Delaware Co-op for the cottages. She discovered a wide range of usage and determined that Chuck will make an appointment and do a walk-through in the cottages of the highest utilizers to determine if there are some easy fixes. The costs are:

Cottage Energy Costs

	Total Cost for 2019	Average Monthly Cost
All 48 Cottages		
Lowest	\$ 986.61	\$ 82.21
Median	\$ 1,904.17	\$ 158.68
Highest	\$ 3,755.89	\$ 312.99
1st Quartile	\$ 1,401.16	\$ 116.76
2nd Quartile	\$ 1,780.52	\$ 148.38
3rd Quartile	\$ 2,079.44	\$ 173.29
4th Quartile	\$ 2,674.41	\$ 222.87

Chuck:

Chuck had several meetings recently about the porch enclosures. There are 12 enclosures on the first floor and 14 on the second. A team has inspected them and determined that the drainage was not done correctly, the first floor porches were not properly reinforced for the weight of a second floor enclosure and the second floor porches may not be properly secured to the building. Chuck believes all of this is contributing to the problem of the leaks. Dave Wean stated that 12 of the second floor porches do not have an enclosure below them, so they are the priority to be inspected and possibly fixed. No additional enclosures will be added until all enclosed porches are determined to be structurally secure.

Chuck reported that he has been getting quotes to re-surface the pool and the pool decking. The contractors report that this process will take 90 days in order for the plaster to properly set. During this time, Chuck will replace the doors.

Chuck reported that he had 189 work requests during the month of December, with an average open time of 1.2 days. The partial breakdown is 90 electrical, 24 internal components (doors and windows), 15 plumbing, 13 HVAC, 18 appliances, 4 fire systems and 9 technology.

Finally, Chuck demonstrated a sample of the new smoke detector that he had ordered. The new model is enclosed, so no battery chirping, and is guaranteed for ten (10) years. It is a huge undertaking to replace all 434 smoke detectors, but his crew will go floor by floor to do each apartment and then cottages. When his crew replaces the smoke detectors in the cottages, they will also replace the carbon monoxide detectors. He anticipates it will take about 15 minutes for each apartment. He will publish a schedule with dates and times as soon as the detectors come in.

Status of old PMI's:

- *Flooding/standing water* - **Update** - A contractor has been working on the drains in the front of the property. Once they are finished there, they will move out to cottages 38, 39 and 40.
- *Cottage 8 cracking driveway* - **Update** - all cracks will be filled in the warmer weather
- *Apt 121 has a draining concern on patio*- **Update** -This will be addressed with all of the enclosed porch inspections.
- *Umbrellas are still on the patio* - **Update** - they are bolted to the patio and have winter covers, so they will stay.
- *Benches at pond are missing* - **Update** - Chuck re-installed the benches but at West Wing Forum, it was pointed out that the holly bushes have grown and the pond is no longer able to be viewed. Chuck removed them again, bought rock and sand and plans to relocate them to a better position.
- *Can the Bistro hours be extended?* - **Update** - Annette said she will analyze this in the first quarter of 2020 and discuss with Pam Barnette.

New PMI's:

- *Can whole grain cereals be added for breakfast?* Annette was not clear on whether the resident meant to add whole grain cereal to the menu or add boxes in the Bistro. She plans to meet with the resident to clarify.
- *Can prunes, raisins, banana and grapes be available to the Bistro?* Annette and Pam will meet and discuss this.
- *Annette asked if the residents liked the new hospitality station and the new mugs.* Residents were very happy with both. *Annette followed up by asking if anyone object to getting rid of the old mugs.* No one expressed any objection.
- *Can the Chart Room dining menu be displayed in a bigger font?* Annette will speak with Chris about using a different font in the program.
- *Is it possible to arrange for a personal shopper?* Annette will speak with Lauri about this.
- *Annette received all the original PMI's back to 2014 about an individual who smokes and was grandfathered into the No Smoking policy.* Annette said that there is nothing she can do on this unless it becomes a safety issue.

QUESTIONS:

I was wondering if the question about personal shoppers could be handled on a volunteer basis. Annette said that perhaps Lauri could discuss with the Resident Association.

A resident saw a sign in the Arts and Crafts room prohibiting use of liquids in the sink. She said the painting group needs to use the sink to rinse off their brushes. Chuck replied that washing out brushes was fine. Apparently the sign was placed by Housekeeping due to an issue with a coffee cup.

Has the ductwork for the dryer vents ever been cleaned for the personal dryers? Chuck said he was not aware that this was ever done and he would need to look into this.

If you are replacing the doors in the pool area, could they remain open during the summer? Chuck replied that the machine regulating the humidity in the room would have a problem if the doors were open. He was concerned the machine would burn out.

It takes a long time for the water in the kitchen and shower to become hot. Chuck stated that they have been working with the mixing valves to get the flow of water correct. If there is a problem, he requested that they resident call Alan right away so that they could check the mixing flow.

Is it possible to have a nurse's station added that is dedicated to IL residents? A resident felt sick recently and it took a long time for a nurse to respond. Annette answered that the nurse in the Wellness Office is responsible for coordinating care for IL and AL residents. If an emergency occurs after hours, then the pull cord should be used and Security and a nurse will respond. Annette said that the Wellness nurse should follow up the next day to see if she could be of further assistance. The resident stated that the nurse was often not in the Wellness Office. Annette responded that she will work on a communication that clearly stated the Wellness Center hours and what services are provided. Dave Wean reminded IL residents that they live in an independent living setting, not a hospital one. The cost of adding a nurse available for 24 hours in the event someone did not feel well would be very expensive and significantly increase the cost to live here.

Annette thanked everyone for coming.