

MINUTES
THE MOORINGS AT LEWES RESIDENTS' ASSOCIATION
BOARD OF DIRECTORS' MEETING
Monday, September 10, 2018; 3:30 PM in the Welcome Room

CALL TO ORDER: President Gil Kaufman called the meeting to order. All Directors were present. A moment of silence was observed.

MINUTES: The minutes of the August 13, 2018 Board of Directors' Meeting were posted in the Mail Room and the Library. There were no corrections or additions and they will be filed.

CORRESPONDING SECRETARY'S REPORT: Marianne Jarvis reported that she sent 7 cards. Please let her know of anyone who needs one.

TREASURER'S REPORT: Jim McMullen reported that the balance as of May 31, 2018 was \$10,294 including the Employee Appreciation Fund of \$1,278. The actual operating balance was \$9,016. Income for June, July, and August 2018 was \$2,235 and expenses were \$2,335 leaving a net amount of (\$100). The balance as of August 31, 2018 was \$10,194 including an Employee Appreciation carryover of \$1,278. The actual TMALRA operating balance is \$8,916.

REPORTS FROM THE MOORINGS AT LEWES MANAGEMENT: Gil Kaufman reported that the quarterly meeting of The Moorings Board of Trustees was held on September 7, 2018. A report of the meeting by Curt Christensen is attached. Also attached is a brief report on the quarterly financial meeting held with our Financial Working Group and a report of a meeting Gil Kaufman had with Karen Kerstetter, Director of Marketing, on the subject of how Marketing is dealing with the increased competition for residents.

COMMITTEE REPORTS:

Activities: Carol Bishop reported that Melanie Bradley, the original Director of the Cadbury Chorus in 2011, is returning. Rehearsals will begin Tuesday, September 11th at 10:30 am. The Chorus will be singing The National Anthem at the beginning of the Heart Walk on October 17th.

Because of poor attendance this year, it is suggested that for July and August next year fewer outings be scheduled.

When two busses are used for programs at the high school, the first bus will deliver people only to the front door of The Moorings. This should eliminate long waits at the school for the second bus. Both of Andy's Mystery Trips have waiting lists. The "Box Lunch Trip" is not a popular item. The Delaware Symphony on September 30th is now up to two busses. Tickets may be purchased at the door and sectioning is loose. It is suggested that \$25 tickets be purchased and there will be ample room for riding chairs.

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George Maxey reported that the Shuffleboard League wrapped up a successful summer season. There were 12 two-person teams competing in the weekly games along with a good number of spectators cheering them on.

Ron Trupp and Floyd Cook (Team Cue Sticks) took first place with a winning surge late in the season. Fran Mason and Pat Cummings (Team Sisters), who led the League for most of the season, ended up in second place. Judy Burgess and Kathy Holstrom (Team Nu Neez) was the most improved team, coming from back in the pack all the way to third place. A cook-out/awards ceremony is scheduled for Friday, September 14th at 5 pm.

Communication: Sallie Corbishley reported that Jim McMullen has been tweaking the website as needed. The newsletter deadline is November 1st or before. The Committee is looking for someone interested in doing the environmental news on a regular basis and someone who would like to do a regular piece on eating out and/or food. The next meeting will be Wednesday, September 26th at 5 pm.

Dining: Corinne Lehman reported that the September 4th Dining Committee meeting was called by Carol Holzman who attended along with Gil Kaufman and Lauri Weeks. Jeff Smith reported that the comment cards scored 4.2 for food quality and service; 4.4 for staff appearance; and 4.6 for cleanliness.

A discussion was held regarding buffet options and general kitchen operation. Help is badly needed and there is none available. Three new cooks and one wait staff are being trained.

It was agreed that having reservations for the Chart Room would help stagger orders going into the kitchen. Calling in take-out orders to the Bistro before 4 pm will be enforced.

Employee Appreciation: George Maxey reported that the initial meeting to kick-off the 2018 Drive will be held on September 11th. The resident roster and the contribution letter are being updated.

Gift Shop: Elsie Gould reported that the income from August, 2018 totaled \$517 and expenses were \$242. \$275 was contributed to the treasury.

Walking sticks created in the Wood Shop are for sale in the Gift Shop for \$50 each. Three quarters of the price goes to the Resident Reserve Fund and one quarter goes to the Gift Shop. The length of each stick is tailored to the buyer. Donations are still needed. Arietta Falk has joined the volunteers. Say hello to her on Saturday mornings.

Library: Judy Burgess reported that Mildred Wiedmann has made some slips of paper making it easier for people to identify their requests for books or their opinion of books they have read. These will be available at the new Suggestion Box located on the small circular table in the Library.

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There was a housekeeping session on Saturday, October 18th during which badly worn or duplicate books were identified and rearrangement and tidying up was done. All the large-print fiction books were relocated to the top two shelves of a bookcase making them easier to view and select. These books are receiving a large circulation and more will hopefully be ordered. The next meeting will be on September 13th at 4 pm.

Nominating: Jane Lord reported that the Committee has completed its work and will present the proposed slate of officers on schedule, at the November 12th Board Meeting.

Program: Rich Woolley reported that the monthly Tuesday 7 pm programs will be:
September 18th – Wildlife in National Parks by Dee Langevin
October 16th – American Indians by Jon Newsome
November 20th – Lewes, Delaware: Coastal Stories by Robert Casseday
December 18th – “Blood Diamond” – Murder Mystery Group from Zwanandael

Wellness: Sharon Hoover reported that the new Director of Nursing is spending her time examining our compliance procedures, hoping to perfect the process. The nursing staff is still working in teams of care for patients, teams changing each month and this seems to be working well. The turnover for CNAs is 14% year to date which is not the best but is better than some across the United States.

Kim Bishop is still the Acting Director of Assisted Living as The Moorings looks for a new director. We are in the process of beginning a Connections Program for dementia and we do have a Music and Memory Program in place.

Health care for the elderly and for their caregivers promises to be a very difficult ride for the foreseeable future. We all need to do what we can to support the systems we have.

Wood Shop: Ron Trupp reported that the balance in the shop is \$63.87. The making of canes for the Gift Shop has been the major activity and ten canes have been made, two of which have sold. Dean will be showing his wares for the general public in the Quiet Room here on September 15th.

AREA REPORTS:

West Wing, 1st floor – Nancy Krail reported that there has been no change

West Wing, 2nd floor – Pat Cummings reported that there has been no change

East Wing, 1st floor – Bunny Guerrin reported that Sheila Turner has moved into Apartment 141

East Wing, 2d floor – Adele Trout reported that there has been no change

Cottages – Elsie Goud reported that William Kennedy has moved into Cottage 14

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Assisted Living – Dick Kauffman reported that Freelyn Stanley and Barbara Millman have moved into Safe Harbor; Tom Geist, Bob Ritzman, and Robert Hastings have moved into Assisted Living

NEW BUSINESS: Jim McMullen reported that Lauri Weeks will take pictures for the Directory in her office.

George Maxey reported that an Indoor Table Shuffleboard League is coming in the fall using the new shuffleboard table generously donated by Bill Dunn. The kick-off meeting was on Friday, September 7th at 2 pm in the Bistro. So far, eight teams have signed up to play. Additional teams are expected to sign up. The League is slated to start up within the next two weeks. A schedule of play will be provided with individual teams determining their own play time during the week. Teams will post their play times on the play schedule located in the shuffleboard table area. Contact Bill Dunn (302-703-673) or George Maxey (410-688-0005) and sign up to have fun.

ADJOURNMENT: The meeting was adjourned at 4:39 pm.

ATTACHMENTS:

REPORT FROM MANAGEMENT, TMALRA BOD - 2018-09-10

There were two important quarterly meetings since our BOD Session in August, one the Moorings at Lewes Quarterly Board of Trustees meeting last Friday and our second quarterly financial review on August 23rd. Curt Christensen's report covers the Board of Trustees meeting.

The third quarter's review for the Moorings at Lewes was given to our Financial Working Group by Carol Holzman with the support of David Woodward and Garrett Midgett (CFO of Springpoint). Briefly the report showed we are continuing to run increasing deficits, primarily because of failure to fill the cottages to the budgeted levels. While some improvement is forecast with two or three cottages move-ins and two or three more apartment move-ins by the end of the year, it seems we are likely to finish the year below budget. You will have the details included in the written report you receive from the Moorings Board of Trustees meeting.

Because of our concerns about the competition developing for the Moorings in the Lewes and Rehoboth areas, I met also with Karen Kerstetter, Director of Marketing for the Moorings, to learn more about what specifically we are doing to keep new residents coming to The Moorings in the face of this competition. Karen made clear our marketing

approach is to focus on the unique features of The Moorings, the most important being the commitment to providing the entire continuum of care regardless of what faces us, including if we run out of funds. None of the others provides this, the reason we are a CCRC and they are not. We are and will be the only one with a Skilled Nursing unit, and the only one with both independent and assisted living on one site. The others have no entrance fees, but they do have significantly higher monthly fees. Karen agrees that she is getting strong support from Springpoint management, finding their high level of specific leads very useful in developing the large and frequent visitor groups she is getting. Karen continues to see a high level of interest from visitors and few blow-outs as she calls them. The proof of the pudding will be in how many Karen and her team can convert....that remains to be seen.

And by the way, both Karen and David Woodward told me that the highest level of conversion from potential to resident comes from resident referrals so keep spreading the good word.

Springpoint at Lewes of Trustee Meeting held on Sept. 7, 2018

Board Participation — Current and Future:

We are the only Springpoint CCRC with its own board. Although no change is planned for the near future, eventually we will join the overall Springpoint Board and participate along with Trustees from the other 7 CCRCs.

Interactions with Springpoint:

Anthony Argondizza, the President, will likely be here again in October or November as will Michael Oakes, from their Foundation.

On Wednesday, the 26th, Gil and I will be attending the 2nd Annual Springpoint Leadership Summit in New Jersey and expect to meet and talk with many from Springpoint Management and the Trustees from the other 7 CCRCs.

Sales and Marketing:

Springpoint is providing more help, especially in tracking leads. We had 455 last quarter whereas the other CCRC's averaged 286. Resident Family Referrals are a key source of those actually moving in. Carol is expecting that 2 cottages and 3 apartments will be filled by the end of September and 2 more cottages in the next quarter.

Staffing Concerns:

We are the only CCRC which has a full time HR manager (Alice Lux). This is an indication that Springpoint recognizes the difficulties of hiring staff in a beach

community. Springpoint has also hired a corporate recruiter who will provide help to Alice.

The Holleran Consulting Study:

David Woodward and Carol Holzman expect to share the results of the study at our October Afternoon Exchange.

Tracking Work Orders:

A new software called Worxhub has been installed. It will not only do a better job of tracking the status of the work orders currently done manually by Alan, but also help document repairs and the life expectancy of various items to assist with their Capital Needs Assessment which they plan on doing every 5 years.

Resident Trustee Open Forum:

There is always a time at the end of the meeting when Gil and I can raise issues not raised previously. We mentioned our hiring difficulties, especially in the area of dining services and expressed our support for the changes being made to help when we have limited staff available for the dining room. (Which Corrine has already mentioned.)

We also relayed thanks to David Woodward and Garrett Midgett for their participation in the August 23rd meeting of our Financial Working Group, chaired by Jack Chapin.