



APPROVED MINUTES
Bloomfield Committee
Thursday, September 11, 2014, 1:30 p.m.
Bloomfield Healthcare and Rehabilitation Center
3151 County Hwy CH
Dodgeville, Wisconsin

**Iowa
County
Wisconsin**

- 1 Meeting was called to order by Chairman Dr. Jenkins at 1:32 p.m.
- 2 Roll Call was taken.
Members present: Dr. Jenkins, Anderson, Palzkill, Paull and Thomas. Others present: Dan Nankee; Michelle Allaby; Penny Clary; Donna Clark; Mary Crook; Kari Grady; Jake Tarrell; Mark Vondra; Karen Oellerich.
- 3 Approve the agenda for this September 11, 2014 meeting. Motion by Anderson to approve the agenda for this meeting. Member Palzkill seconded the motion. Motion carried.
- 4 Approve the minutes of the August 28, 2014 meeting. Motion by Palzkill to approve the minutes of the August 28, 2014 meeting. Member Paull seconded the motion. Motion carried.
- 5 Report from committee members and an opportunity for members of the audience to address the Committee. Dr. Jenkins felt the two articles in the Chronicle were well done. Nankee voiced his approval of the articles in the Dodgeville Chronicle by staff. He supported having Bloomfield in the limelight. Anderson said a number of people in the community are talking and she is pleased with the conversation. Thomas commented that the Town of Dodgeville is putting information regarding the Bloomfield referendum in their newsletter. Dr. Jenkins spoke with the Chamber of Commerce regarding groups in the Dodgeville area.
- 6 Outreach Planning. Anderson distributed a Bloomfield Healthcare & Rehabilitation Center informational sheet that John Meyers, County Board Chair asked Curt Kephart, County Administrator, to draft. Anderson read the sheet and anticipates it will be in the Dodgeville Chronicle in October. Thomas said the Village and Town of Ridgeway will send out a newsletter prior to the election. A prototype of a bookmark that would be distributed to the Faith communities was reviewed. Anderson suggested including the website & line drawing. Anderson passed out an Action Plan. Area newspapers were identified as: Platteville Journal, Muscoda Progressive; Boscobel Dial; Fennimore Times; Mineral Point's Democrat-Tribune; Pecatonica Leader; Home News-Spring Green; Republican Journal-Darlington, as well as the Shopping News/Advisor and the News & Views. The Bloomfield Bulletin was sent out this week to families & friends of Bloomfield. Committee members and staff will distribute copies in their respective communities. (i.e., Clark-Hollandale; Palzkill-Mineral Point & Dodgeville; Paull-Barneveld & Ridgeway; Dr. Jenkins-Montfort & Livingston; Anderson-Cobb, Linden, Highland & Rewey. Also, suggested was distribution at Dr. offices; Health offices; clinics; libraries; city halls; Post Offices; Chamber of Commerce; beauty salons; funeral homes and banks. Mary Crook would inquire regarding stuffers at Piggly Wiggly. Another suggestion for stuffers was Wal-Mart. Clary sent out an e-mail to other county department heads regarding a bulk mailing permit. Clary, also, contacted Becky Wetter at the ADRC regarding possible inclusion in the ADRC Newsletter. Wetter is out of the office for a week. An "elevator message" (a short, crisp, factual message) which would be 45 to 90 seconds was discussed. The purpose of the referendum was determined to be: Iowa County residents are being asked if they would continue to financially support Bloomfield. Other points were 50 year old building; inefficient model; need for private rooms and private bathrooms; floor plan not conducive; quality care; planning for the future;

	close to home; staying competitive; service to the community. The PPD ratio of direct care workers was discussed regarding non-profit and for profit facilities. Nankee has a desire for everyone to be on the same page and feels 50% of the county board supports Bloomfield. The Bloomfield Committee will gather specific names of civic organizations and a list of Iowa County area groups. Clary will compose an invitation to community/civic groups to have their meeting at Bloomfield and will include a catering menu. Bloomfield's Fall Festival is scheduled for Sunday, October 19 from 1 p.m. to 3 p.m. and staff will get the Fall Festival information to area churches for their bulletins. Suggested that the bookmarks could be distributed using the following resources: Sharon Olson-Highland/Montfort Catholic churches; Kari Grady-St. Joes; Bruce Paull-Ridgeway/Barneveld. Another suggestion was flyers or stickers for the SUN Meals with possible verbiage of "Prepared for you with Love by Bloomfield Healthcare". The Bloomfield/Iowa County website was reviewed and needs updating with a possible link to Bloomfield's Facebook page. Green County had an interview, etc. on You Tube. The Fact Sheet is a work in progress. Paull handed out the Quiz and Clark suggested that it be distributed to the County Board. Tarrell briefly outlined the DNR/Sewer Plan future needs which are ever changing and an extension of the deadline is possible. Discussion was held on putting a figure per \$100,000 home value as referendum information. There were varying opinions on this possibility. The new radio ad has been completed and should air soon. Paul Ohlrogge who does Strategic Planning may be used as a resource in the future. Clark asked for volunteers to be Pie Contest judges at the Fall Festival. Suggestions were John Meyers; Dave Gollon; Curt Kephart; Dave Bauer; Greg Clerkin; Ryan Walmer; Bob Bunker or Jack Demby.
7	Other Business. Oellerich asked members who are also County Board members about the progress of the wage study. The Administrative Services Committee has made a recommendation to the County Board with 6 steps and after that performance based increases. Everyone will be in a step in 2014/2015. The Health Insurance recommendation is 85% of the average premium cost of qualified plans with a \$500/\$1,000 deductible. Oellerich was concerned that the lowest plan health insurance-Medical Associates-was not an area provider.
8	The next meeting date is Thursday, September 25 @ 1:30 p.m.
9	Motion to adjourn by Paull; second by Thomas. Motion carried.