



APPROVED MINUTES
Bloomfield Committee
Tuesday, August 12, 2014 at 1:30 p.m.
Bloomfield Healthcare and Rehabilitation Center
Dodgeville, WI 53533

**Iowa
County
Wisconsin**

1	Meeting was called to order by Chairman Dr. Jenkins at 1:30 p.m.
2	Roll Call was taken. Members present: Dr. Jenkins; Palzkill; Paull; Thomas Excused: Anderson Others present: Penny Clary, Donna Clark, Mark Vondra; Karen Oellerich
3	Approve the agenda for this meeting. Motion by Palzkill to approve the agenda for this meeting. Member Paull seconded the motion. Carried.
3b	Approve the minutes of the July 30 meeting. Motion by Palzkill to approve the minutes of the July 30 meeting. Thomas seconded the motion. Carried.
4	Comments or reports from the audience or committee members. Member Palzkill asked for clarification of the Bloomfield Committee's duties. Clary commented that Quality Assurance and the Campbell fund were two of the responsibilities of the Bloomfield Committee. Paull asked if Bloomfield was responsible for the Senior Citizens of Iowa County. Thomas commented on the nice article of the Social Worker in the Chronicle and Member Palzkill agreed. Palzkill questioned who decided there would be a referendum. Paull commented on an e-mail he had received from County Chair John Meyers and the need for a facility here. Clary added an Iowa County owned facility. Thomas cautioned you can't sell a business and have a guarantee to stay in Iowa County, when you sell you lose control. Clark questioned if sold, where the Campbell Funds would go, assuming not to Iowa County.
5	Mission Statement Discussion. The proposed mission statement was distributed, reviewed and discussed. The composition of current Bloomfield residents on August 1 is as follows: 86% with Iowa County residence before admission; 7% with family in Iowa County and WI residence before admission; 3% with family in Iowa County from out-of-state; 3% area residents (2) - one each from Blue Mounds & Livingston. Motion by Thomas and second by Palzkill to approve the mission statement as reads: "To provide compassionate and affordable rehabilitation and nursing care for residents of Iowa County, so as to ensure dignity and respect promoting the highest level of independence and quality of life, while remaining near family and community." Motion carried. Paull thanked the team at Bloomfield for a good job and Clary thanked Paull as well. At this time, Resolution #6-0708 re Bloomfield Committee duties was distributed. Duties include: Quality Assurance review; Fiduciary Agent for current and future donated funds; Public Support Activities-ambassadors to the public; Long-Range Planning-support planning opportunities for the strategic planning of Bloomfield, in collaboration with the Iowa County Board (HHS committee), etc.
6	Referendum discussion. The proposed referendum question from HHS committee recommendation, to be forwarded to the County Board is: "Should Iowa County continue to financially support Bloomfield and its commitment to provide high quality rehabilitation and nursing care to the citizens of Iowa County"? Thomas cautioned a referendum question with a dollar amount without a site/plan and spoke about a plan for private rooms, for rehab residents, proposed 4 to 5 years ago. Paull stated the strategic plan is the most relevant thing we have. Discussion ensued about the possible outcome of the referendum question.

7	Outreach Strategy Discussion. Clary distributed the Pleasant View Nursing Home Fact Sheets regarding their current referendum and commented that the state survey team recently referred Pleasant View Nursing Home to Bloomfield for information on our excellent dining program. Palzkill liked the nursing home fact sheet. Paull suggested making a list of things we would like to see done and seeking an intern to help with marketing/communication. Clary reported that the facility is currently working on a Facebook page; brochures; newsletter; weekly newspaper articles; parades; county fair; a new radio ad; fall festival on October 19 and possible community meetings.
8	Business Office Report. The 2013 audit report has been completed and sent out. The report shows expenses up \$600,000 over prior year. Contributing to that number was DON costs; the IJ penalty and attorney fees and implementation of the MTO policy. The depreciation amount and how that impacts the audit was discussed. Clary commented that 2013 was Bloomfield's giant snowstorm or tornado. Information regarding Not for Profit status; some nursing homes philosophical eclipse and the WIPFLI strategy to make Bloomfield profitable was shared. Paull commented that the facility should move forward and build on the WIPFLI strategic plan information. Clary will try to gather information from WACH on county nursing homes and their levy amount
9	Chairman's Report. None
10	Administrator's Report. None
11	The next meeting date is Thursday, August 28 at 1:30 p.m. Motion to adjourn by Paull and second by Palzkill. Motion carried.