

Meeting Summary: Age Wave Business For Life Action Team

July 6, 2017 @ 8:30am-9:30am by Phone

Business For Life Action Team

Facilitator: Beth Ludden, SVP LTC Product Development, Genworth Financial

Notes: Karen Moeller

Objective: Identify existing businesses, communities and groups who are age-friendly, explore models and educate members of the business community of opportunities afforded by becoming age-friendly. This Action Team will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.

Planning: Innovation Builds Inclusive Communities Tour

The next event will be a “windshield” tour of Church Hill and the City’s East End. The Business for Life Action Team, along with the Neighborhood Livability Action Team, will present the “Innovation Builds Inclusive Communities Tour” this Fall. The tour will generate awareness for businesses in the community, along with the impact of the Age Wave. It will highlight public/private partnerships which improve the community. Catherine MacDonald has submitted a grant request to AARP to help support this project. The grant application focuses on livability topics and covers broader Age Wave goals. The \$7,500 grant request was submitted June 30, and a response is expected on August 1.

Event planning will move forward under the assumption that the grant will be awarded. The original date in mind for the event was in November, but the grant dictates it must be completed by November 1. The group discussed several possible event dates, including October 31, and decided against this one due to concerns about participation. It was suggested that we look at the community calendar to see about any conflicts. The two possible dates agreed upon are Thursday or Friday, October 26 or 27. Mary Catharine Kolbert and Patty Wilkerson contacted Lynn McAteer of Richmond’s Better Housing Coalition. A meeting will take place to learn how BHC plans their windshield tours (logistics, length, # of people, etc).

The Tour will take place in the afternoon and last approximately 2 – 2 ½ hours. It will begin and end at Triple Crossing Fulton. Henry Simmons suggested this become an annual or bi-annual event, and one that can be replicated in other communities. Kim Tarantino pointed out that this could become an entry for next year’s Commonwealth Council Best Practices for Aging Award.

It was noted that we are using alternative language in the title of our event. “Inclusive communities” scored well in the focus groups held earlier this year. We will continue to use this term, as opposed to “age friendly”. Two members pointed out that the new term is also used by the LGBT community and disabled persons, yet the term is broad and can represent everyone.

The group reviewed the grant application which Catherine had forwarded to everyone prior to the meeting. Suggestions were made on a variety of venues to be included, and there was discussion on how many could be visited within the timeframe. In addition to religious groups, it was noted that we should approach Church Hill’s neighborhood association to discover what is important to the people who live in the community.

It was agreed to hold a 2-Pint-0 networking event in November, to provide a tour recap. It was suggested that we have a video made of the tour, and that we should reach out to interested students with video production skills.

The next Action Team meeting will be held Tuesday, August 8 at 8:30am, at Genworth.

Upcoming Events:

August 8, 8:30-9:30am

Business For Life Action Team Meeting

Genworth Financial

6620 West Broad, Building 2
Richmond, VA 23230

September 29 9-10:30am

Age Wave Leadership Meeting

Genworth Financial
Bldg 4, Classroom 5

October 2017

Innovation Builds Inclusive Communities Tour

Details to Come!

ATTENDEES

| Name | Organization Affiliation |
|------------------------|--|
| Beth Ludden | Genworth Financial |
| Henry Simmons | Community Representative |
| Delores Kimbrough | Greater Richmond Age Wave Coalition |
| Joe Brisby | SCORE |
| Mary Catharine Kolbert | Bon Secours Richmond Health System |
| Linda Rubin | Senior Connections |
| Catherine MacDonald | Greater Richmond Age Wave Coalition |
| Patty Wilkerson | Community Representative |
| Marion Shackford | Community Representative |
| Ken Lantz | Richmond Regional Planning District Commission |
| Kim Tarantino | Senior Navigator / Lindsay Institute for Innovations in Caregiving |
| Karen Moeller | Greater Richmond Age Wave Coalition |
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ABSENT

| Name | Organization Affiliation |
|--------------------|-----------------------------------|
| Jennifer Inker | VCU Department of Gerontology |
| E. Ayn Welleford | VCU Department of Gerontology |
| Amy King | Community Representative |
| Carolyn Comerford | Senior Center of Greater Richmond |
| Lory Phillippo | Consultant |
| Amy Bodman | Circle Center Adult Day Services |
| Meril Gerstenmaier | Stewart/HG |
| Colleen Wilhelm | Family Lifeline |
| Rachel Shelton | Glavè & Holmes Architecture |
| Noel Van Aartrijk | Good Run Research & Recreation |
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