

## Meeting Summary: Age Wave Business For Life Action Team

August 8, 2017 @ 8:30am-9:30am Genworth Financial

### 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 meeting began with a review of the tour route, which was compiled by Beth Ludden. The tour is designed to take place on Thursday, October 26 from 2-4pm. Beth drove the route, which starts and ends at Triple Crossing Fulton, and edited it based on logistics. Proposed tour stops include:

- Alexander's Cleaners: a seed business, supported by Bon Secours and an example of an essential component of a livable neighborhood
- Union Market
- Tricycle Gardens
- Peter Paul Development Center
- Bon Secours' Sarah Jones Garland Healthy Living Center
- Linwood Robinson Center: home to a Senior Connections Friendship Café
- Good Shepherd
- 31<sup>st</sup> Street Baptist: urban garden
- CHAT
- Jade Salon

Mary Catharine provided insight regarding Bon Secours' support of livable neighborhoods. They believe that health is more than getting well. Neighborhoods may need economic support to help residents feed their families. It was former CEO Peter Bernard's economic initiative to work in the least served areas of Richmond to support healthy communities.

After the last tour stop, the group discussed having a recap activity/discussion on the way back to Triple Crossing. It was proposed that the people from each tour stop be invited to Triple Crossing following the tour, where participants will be encouraged to post sticky notes on easels with things they learned. There will also be a Survey Monkey evaluation sent to participants following the tour. Catherine suggested having a Aging 2-Pint 0 event in early December to review and share tour details with those who were not able to attend, and provide a year in review summary.

Work is beginning on the invitation list, and action team members are encouraged to submit suggestions, including local government representatives. There is no word yet on the status of the AARP grant, but we

should receive notification this week. The group is considering transportation options in the event the grant is not awarded.

The next Action Team meeting will be held Tuesday, August 29 at 8:30am, at Genworth.

## Upcoming Events:

August 29, 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 26, 2017

### **Innovation Builds Inclusive Communities Tour**

Details to Come!

**ATTENDEES**

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Henry Simmons	Community Representative
Colleen Wilhelm	Family Lifeline
Joe Brisby (phone)	SCORE
Mary Catharine Kolbert	Bon Secours Richmond Health System
Rachel Andricosky	VCU Gerontology
Catherine MacDonald	Greater Richmond Age Wave Coalition
Patty Wilkerson	Community Representative
Ken Lantz (phone)	Richmond Regional Planning District Commission
Kim Tarantino	Senior Navigator / Lindsay Institute for Innovations in Caregiving
Karen Moeller	Greater Richmond Age Wave Coalition

**ABSENT**

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
Marion Shackford	Community Representative
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
Linda Rubin	Senior Connections
Rachel Shelton	Glavè & Holmes Architecture
Noel Van Aartrijk	Good Run Research & Recreation
Delores Kimbrough	Greater Richmond Age Wave Coalition