

**Sonoma County Section on Aging**  
**January 19, 2011**

**MINUTES**

**Opening Remarks:**

**Laurie White, President**

Laurie welcomed all to this month's meeting and reviewed mission statement:

“The Sonoma County Section on Aging is a coalition of agencies, organizations and individuals concerned with the well being of older adults. As a network alliance, we advocate for and promote the development, coordination, and implementation of older adult services in Sonoma County.”

She reiterated that the monthly meetings are a great place to educate, network, and make announcements. Reminded group that SOA reference cards are available for all to use as handouts.

Laurie expressed thanks to all that contributed to December's very successful Secret Santa program.

Introduced new SOA Leadership Committee:

Laurie White:	President
Pat Sanborn:	Vice President
Phyllis Sutter:	Programs
Carolyn Worley:	Treasurer
Debbie Cerri:	Secretary
Kelly Swanson:	Membership
Albert DeSilver:	Community Outreach

Acknowledged Bob Cheal for all of his hard work on the SOA website. Explained that SOA offered to pay Bob for his services for the upcoming year, but he declined and will volunteer his time.

Any questions on how to post announcements on the SOA website should be directed to Bob Cheal.

Laurie shared that she received two emails from members asking for:

- Longer discussions on topics (allowing more than 30 minutes)
- Plan for speaker/event that we could advertise and invite the public to
- Bring in local politicians and put on hot seat
- Expand the networking
- Expand the website capabilities by adding links to related articles/events

**Spotlight Speakers for February:**

**Fernande Bencze, California Reverse Mortgage (coffee sponsor)**  
**Lynda Pinochi, Tru Scan Live Scan Fingerprint Services (raffle winner)**

**Membership:**

**Kelly Swanson**

Welcomed and acknowledged visitors. Members and visitors who wish to join can go straight to the SOA website to join and pay for membership. Please check off Code of Ethics when renewing/joining. This needs to be done by 1/31, or members will be removed from the directory.

Please contact Carolyn Worley to add your name to raffle for coffee sponsorships. Must be a paid member and not have spoken the prior year.

**Treasurer's Report:**

**Carolyn Worley**

Beginning Balance (11/30/10)	\$4,114.42
Debits/Checks	-1,287.56
Deposits	+ 724.76
Ending Balance (12/31/10)	\$3,551.62

**Member Introductions**

**Outreach:**

**Albert DeSilver**

Albert discussed his plans for outreach to community:

Hospitals  
Libraries  
Council on Aging  
Senior Advocacy Groups  
Meeting one-on-one with individuals

Albert welcomes any ideas from the membership. Please contact by email.

**Spotlight Speaker:**

**Phyllis Sutter, Community Relations Director**  
**Merrill Gardens Sonoma**  
[www.merrillgardens.com](http://www.merrillgardens.com)  
**707-996-7101**

Merrill Gardens is one of the largest family-owned senior living facilities in the United States. They have facilities in 10 states, with a total of 56 communities. Their communities include independent living, assisted living, and Alzheimer's and Dementia care. Special signature traits include:

Homey, communal living  
Anytime dining  
60 day money-back guarantees

Pet friendly

**Spotlight Speaker:**

**Susan Milstein**  
**Personal History Productions**  
[www.personalhistoryproductions.com](http://www.personalhistoryproductions.com)  
**707-539-5559**

Through interviews, Personal History Productions helps people record their family stories that would otherwise be lost, to hand down as a legacy to family and future family members. This includes:

Interviewing members of families  
Transcribing their stories  
Shaping into narrative  
Turning into an audio CD or bound book

**Program Speaker:**

**Keith Woods, CEO**  
**North Coast Builders Exchange**  
**“Sonoma County Housing Trends and What It Means to Elders”**

Keith first shared his personal experience with his own father and the value of all the senior services available.

The housing market is not going to get back to what everyone thinks is “normal”. We have a new baseline. Sonoma County is still the best place to live and he feels many seniors will chose to stay here rather than relocate to warmer weather locations as has been so popular in the past. One out of eight Americans are Californians. The most rapidly growing population is that of Hispanics. The birth rate for Hispanics is twice that of Anglo Americans.

Current state of Sonoma County:

Housing is the most troubled industry  
We are 1 year behind in housing that needs to be built  
Almost no one is building new homes right now  
Median price for homes went from \$600,000 to \$325,000

The market is in turmoil. Lack of new building is attributed to:

Tight money  
Foreclosures (1 in 4 or 5 underwater)  
Average cost for permits/fees to build new home is \$69,000  
Fear of second wave of foreclosures

Because of the current state of the economy, many seniors find themselves taking in their adult children, so cannot downsize as they may have originally planned. New building industry will be based on the senior market. There are more than 80,000,000 baby boomers, who will be looking for single story, single family residences.

Keith feels there might be a slight rebound in 2012, but more likely 2013, 2014, or 2015. He sees an increase in the businesses of retrofitting existing homes.

Please go to [www.sonomaedb.org](http://www.sonomaedb.org) for more information.

**Upcoming Programs:**

**Phyllis Sutter**

February:	Katrina Bramstedt Ethicist
March:	Unknown
April:	Topic of Earthquake Safety as it Relates to Seniors

Two other topics in the works are Hypnotism and Elder Depression. Suggestions are encouraged and welcomed.

Laurie concluded meeting reminding all to pick up their literature from the back tables, list ideas for program speakers on the evaluation forms, and meeting room needs to be cleared out by 10:45.

**February's meeting will be on Wednesday, February 16<sup>th</sup>, networking at 8:45 with meeting starting at 9:00 am.**

Respectfully submitted,

Debbie Cerri  
SOA Secretary  
Del Curto Real Estate  
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