

**AGING & DISABILITY RESOURCE CENTER OF THE NORTHWOODS  
Program Evaluation Committee  
Eagle River Satellite Office – 521 East Wall Street, Eagle River, Wisconsin  
Tuesday, March 19, 2013 – 11:30 P.M.**

**Members Present:** Hammer, Kortenhof, Gresser, Price

**Members Absent:** None

**Call to Order:** Chair Hammer called the meeting to order at 11:35 P.M. Also present were Pam Parkkila, Regional Manager, Aging & Disability Resource Center of the Northwoods (ADRC-NW).

**Public Comment & Introductions:** There were none

**Approval of the Agenda:** Price moved to approve the agenda with nine items, Kortenhoff seconded, all ayes, motion carried.

**Approval of the Minutes of the December 04, 2012 Program Evaluation Meeting:** Gresser moved to approve the minutes of the December 04, 2012 Program Evaluation Meeting, Gresser seconded. All Ayes. Motion Carried.

**Board Evaluation Tool** – The Program Evaluation Committee reviewed the consolidated results of the Board Evaluation Tool. The Program Evaluation Committee agreed that the evaluation results served as a valuable benchmark for the board. Trust, Respect and Commitment by Board Members were noted as strengths. The Evaluation Tool also clearly indicated a need for additional information and instruction in a variety of areas. Motion made by Chair Hammer and seconded by Price to make a recommendation to the ADRC Board of Directors to: Develop an orientation manual for the ADRC Board of Directors for new and existing board members with the ADRC Executive Committee being responsible for delegating responsibility for this task and Establish a Policy and Procedure for recruitment of new ADRC of the Northwoods Board Members. Additional areas that need improvement included outlining expectations for flow of communication between Regional Director and ADRC Board of Directors, Reviewing our successes and reviewing what work still needs to be accomplished, need to engage in strategic planning and the role of ADRC Board Members and advocacy. A Motion was made by Price to bring these items to the attention of the ADRC of the Northwoods Executive Committee for inclusion in up-coming training with Buck Rhyme. Kortenhoff seconded all ayes motion carried.

**ADRC of the Northwoods Marketing Plan:** Regional Manager Reviewed Marketing Template with Program Evaluation Committee and also shared current marketing materials being used by the ADRC of the Northwoods. Program Evaluation Committee advised Parkkila that important priorities of the marketing plan would include focusing on the message, the process and how to evaluate results. Parkkila to have a final draft of marketing plan to share with ADRC Program Evaluation Committee at next scheduled meeting. No action taken.

**Future Agenda Items:** Final Draft of ADRC of the Northwoods Marketing Plan

**Set Next Board Meeting Date, Time & Place:** To be determined

**Adjournment:** With no further business, Gresser moved to adjourn, Price seconded. All Ayes. The meeting was adjourned at 12:50 p.m.

**Handouts:** Marketing Template, Minutes of the December 04, 2012 Program Evaluation Committee Meeting, Consolidated Results of ADRC Board of Directors Evaluation Tool