

Pleasant View Nursing Home Committee Meeting Minutes

November 1, 2023

Members Present: Linda Boll, Joan Rufenacht, Todd Larson, Paul Roemer

Non-Members Present: Maria B. Johnson, Heidi Schmoldt, Patrick Bodell

Absent: David Bristow

1. **Call to Order:** Linda Boll called the meeting to order at 3:34 p.m.
2. **Approval of October 12, 2023 minutes:** Motion by Paul Roemer, seconded by Joan Rufenacht to approve the October 12, 2023 Pleasant View Oversight meeting minutes. Motion carried with a unanimous voice vote.
3. **Public Comment (limit to 3 minutes each):** No public comments.
4. **Referendum Marketing Plan presented by Patrick Bodell from Synqronus Communications:** Patrick Bodell presented a strategic marketing plan to the board members. Extensive discussions, input and feedback were provided by the committee board members. Four key points made were to provide referendum content, reach out to board members of northern Green County and notable members of their district for support, speak to major businesses in county board member districts, and to use social media to share referendum information.
5. **Referendum Resolution:** Motion made by Joan Rufenacht, seconded by Paul Roemer to approve the resolution with potential changes to the resolution number and final signature date. Motion carried with a unanimous voice vote.
6. **Administrator's Reports:**
 - a. **Recruitment and Census**
Maria B. Johnson reported on recruitment efforts and the current census.
 - b. **Dementia Stabilization Unit**
Maria B. Johnson reported on the current status of the unit.
7. **Committee Raised Topics:** Any item requiring action must be placed on a future committee agenda. Items may only be discussed, and any item requiring action must be placed on a future committee agenda. Special meeting called in order to approve new job descriptions, review financials and sign bills.
8. **Next meeting Date & Time:** November 16, 2023, at 3:30 p.m.
9. **Adjourn:** Motion by Todd Larson, seconded by Paul Roemer. Motion carried with a unanimous voice vote.