

Northwest Senior Services Board

July 22, 2025

1:00 pm – 3:30 pm

Hybrid Meeting

In-Person

Mount Vernon NWRC Office

301 Valley Mall Way, Suite 100

Mount Vernon, WA

(360) 676-6749

[Join Teams Meeting](#)

Meeting ID: 239 216 968 651 6

Passcode: iQ6ny3xi

AGENDA

Agenda Topic	Action Required	Time
1. Call to Order Chair- <ul style="list-style-type: none">• Introduction of guests• Roll call• Review of May minutes• Announcements• Public Comment	Motion	1:00 pm – 1:10 pm
2. Committee Updates	Information	1:10 pm – 1:30 pm
3. Board Member Demographic Survey	Information	1:30 pm – 1:50 pm
4. Break		1:50 pm – 2:00 pm
5. TSOA Program Updates	Information	2:00 pm – 2:20 pm
6. Executive Director Updates <ul style="list-style-type: none">• County Contributions for 2026• Review Governing Board Meeting• WA Cares Update• Legislative Updates	Information	2:20 pm – 3:00 pm
7. US Aging Campaign AAAs: Helping you live long & stay strong	Information	3:00 pm – 3:20 pm
8. Updates from our Communities	Information	3:20 pm – 3:30 pm
9. Adjourn	Motion	

****The next meeting of the NWSSB will be held on September 9, 2025**

Anyone needing special accommodations to participate in a meeting should contact NWRC at least 48 hours in advance of the scheduled meeting.

For more information, please contact the NWRC office at (360) 676-6749
600 Lakeway Drive, Bellingham, WA 98225

Northwest Senior Services Board Meeting Minutes

May 13, 2025

Members Present In-person, via Zoom, or Telephonically:

Mary Kanter, Shirley Bennett, Carl Bender, Lucretia Devine, Gail Leschine-Seitz, Mike Shaw, Morgan Hendricks, Jodi Sipes, Georgiann Dustin, George Edward, Jana Finkbonner, Jennifer Lautenbach

Members Absent:

Stephen Shubert, Marshall Gartenlaub

Staff Present:

Amanda McDade, Bethany Chamberlin, Darla Smith, Katie Durbec

Guest:

Cheryn Weiser, Island Senior Resources
Marianne Bender

Quorum at 1:05 PM

Review of the March 11, 2025, Minutes: Motion made by Jen Lautenbach to accept the minutes from the March 11, 2025, meeting and seconded by Shirley Bennett. **Motion Passed.**

Announcements:

Georgiann Dustin announced the Bellingham Senior Center purchased a new center. Whatcom Council on Aging will be having a fundraiser to help fund the needed updates to the building. Georgiann was appointed to be the legislative representative for the Senior Board.

Jennifer Lautenbach informed the group that the County is updating the 10-year Comprehensive Plan. She encourages everyone to review the plan and make your voice be heard through writing to your city's planning department, participating in surveys, or attending the meeting.

Public Comment: None.

Committee Updates

- Save our 'selves'
Lucretia shared with the group that they have been working on the Village to Village model connected to the Mullis Center.
- Social Isolation
It was announced that Marshall Gartenlaub had to step down from the Board. Bethany is going lead the social isolation group until another Board member volunteers to help lead the group. Some AAA's

are working with other programs such as the Are you ok and Are you still there. If you are interested in joining the committee, please email Bethany.

- Advocacy
No updates.

Lighthouse Mission Tour

Amanda McDade shared that she, along with other NWRC staff, went on a tour at the new Lighthouse Mission. There was a lot of planning around the new 5 story building which allows them to serve more people and better address the various issues that arise. The chapel will serve as a cold winter weather shelter. There is a respite wing for people coming out of the hospital. There will be a Behavioral Health area in the future. The Mission serves 3 meals every day. They reported that it is getting more difficult to provide all the services due to the lack of volunteers. Reach out to Bethany if you would like to tour the new Lighthouse Mission building.

NWRC Overview and Legislative Updates

Amanda McDade provided an update on the agency including the mission, core services and proposed state budget cuts. Behavioral Health is targeted for a 1% cut across the board. Funding for Health Homes was approved through 2026. This program was originally slated to be cut but we believe that so many people understand this is a cost saving program funding was secured through 2026 to give us time to provide better data showing the programs outcomes. Long Term Care Case Management will have a 2% cut to the rates. Family Caregiver Support and ADR funding is flat. The Dementia Support Program was reduced by one third. We will still provide the program and plan on advocating for additional funding in the future. There was discussion about WA Cares and it becoming a core NWRC program in the future. The first WA Cares beneficiaries will be in May 2026 in our area. It is clear the Federal Government is planning on cutting Medicaid. WA State has reserves to help offset some of the impact. The Nutrition funding stayed flat. The State pays 55% of the Long-Term Services and supports payments. There was discussion about what potential Medicaid cuts could take including per capita caps, work requirements, reduce the federal share (FMAP), reduce or eliminate provider taxes, allow states to cut eligibility and benefits, kill the 90% expansion. The Older Americans Act funds have been flat for several years. It expired September 30, 2024, and needed to be reauthorized. There has been a lot of advocacy around trying to keep this intact. The ACL has been dismantled. The work has been split up between organizations. We are updating our website to include information for people to understand how to advocate for AAA's <https://nwrcwa.org/advocacy>.

A request was made to have the presentation emailed to the board.

State Council on Aging Update (SCOA)

None

Updates from our Communities:

Bethany Chamberlin reminded Board members that there will be a fundraiser at Bellis Fair Mall for Amy's Place on May 17th. In addition, NWRC is a sponsor for Ski to Sea this year and will have a team in the race.

Whatcom County Annual Senior Day in the Park is August 6th in Ferndale. Skagit Senior Day in the Park is August 21st in Burlington.

Blaine Senior Center has restructured, and the Parks and Recreation District will be helping manage the Center.

Nooksack Indian Tribes Nooksack Canoe Races are scheduled for May 31st and June 1st

79th Annual Lummi Stommish Water Festival is June 20-22, 2025.

Camp Horizon's fundraiser to support the Christmas Ship is June 26th in Mount Vernon. Email Jennifer Lautenbach for tickets.

Adjourn:

A motion to adjourn was made Jennifer Lautenbach and seconded by Shirley Bennet. **Motion passed.**

The meeting adjourned at 2:48 PM

Darla Smith, Administrative Manager.

Reviewed and approved by the Northwest Senior Services Board at the July 8, 2025, meeting.

Georgiann Dustin, NWSSB, Chair

This content is from the eCFR and is authoritative but unofficial.

Title 45 — Public Welfare

Subtitle B — Regulations Relating to Public Welfare

Chapter XIII — Administration for Children and Families, Department of Health and Human Services

Subchapter C — The Administration for Community Living

Part 1321 — Grants to State and Community Programs on Aging

Subpart C — Area Agency Responsibilities

Authority: 42 U.S.C. 3001 *et seq.*

Source: 89 FR 11656, Feb. 14, 2024, unless otherwise noted.

§ 1321.63 Area agency advisory council.

- (a) **Functions of council.** The area agency shall establish an advisory council. The council shall carry out advisory functions which further the area agency's mission of developing and coordinating community-based systems of services for all older individuals and family and older relative caregivers specific to each planning and service area. The council shall advise the agency relative to:
- (1) Developing and administering the area plan;
 - (2) Ensuring the plan is available to older individuals, family caregivers, service providers, and the general public;
 - (3) Conducting public hearings;
 - (4) Representing the interests of older individuals and family caregivers; and
 - (5) Reviewing and commenting on community policies, programs and actions which affect older individuals and family caregivers with the intent of assuring maximum coordination and responsiveness to older individuals and family caregivers.
- (b) **Composition of council.** The council shall include individuals and representatives of community organizations from or serving the planning and service area who will help to enhance the leadership role of the area agency in developing community-based systems of services targeting those in greatest economic need and greatest social need. The advisory council shall be made up of:
- (1) More than 50 percent older individuals, including minority individuals who are participants or who are eligible to participate in programs under this part, with efforts to include individuals identified as in greatest economic need and individuals identified as in greatest social need in § 1321.65(b)(2);
 - (2) Representatives of older individuals;
 - (3) Family caregivers, which may include older relative caregivers;
 - (4) Representatives of health care provider organizations, including providers of veterans' health care (if appropriate);
 - (5) Representatives of service providers, which may include legal assistance, nutrition, evidence-based disease prevention and health promotion, caregiver, long-term care ombudsman, and other service providers;

- (6) Persons with leadership experience in the private and voluntary sectors;
- (7) Local elected officials;
- (8) The general public; and
- (9) As available:
 - (i) Representatives from Indian Tribes, Pueblos, or Tribal aging programs; and
 - (ii) Older relative caregivers, including kin and grandparent caregivers of children or adults age 18 to 59 with a disability.
- (c) **Review by advisory council.** The area agency shall submit the area plan and amendments for review and comment to the advisory council before it is transmitted to the State agency for approval.
- (d) **Conflicts of interest.** The advisory council shall not operate as a board of directors for the area agency. Individuals may not serve on both the advisory council and the board of directors for the same entity.



July 17, 2025

Island County Commissioners
Island County
P. O. Box 5000
Coupeville, WA 98239

SUBJECT: Northwest Regional Council 2026 Budget Request

Dear Commissioners,

Enclosed please find the Northwest Regional Council (NWRC) local funding request for consideration in the Island County budgeting process for CY2026.

NWRC is requesting a 3% overall increase in County contribution support. The increase reflects cost of living adjustments from 2025.

NWRC and staff continue to adhere to the goal of providing public services within prudent budget constraints. This local funding request is consistent with this goal.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Amanda McDade
Executive Director

Enclosures

cc: Susan Geiger, Budget & Risk Manager

ISLAND COUNTY

NWRC LOCAL FUNDING REQUEST BUDGET NARRATIVE - 2026

NWRC AGENCY MATCH - \$25,731

The Northwest Regional Council receives more than thirty million dollars in funds for many types of programs for seniors and people with disabilities in our area. NWRC is required to match parts of those funds with locally generated cash. The dollars from your county are pooled with funds from the other member counties and constitute part of the required match.

Overall, and for your member county this local match request is the same as in prior years. Your contribution is based on guidelines in the Interlocal Agreement which state that "All members of the NWRC shall pay contributionsbased proportionally on a formula to include population of the member counties."

This local funding will be integrated into NWRC work programs, objectives, and budget for 2026 for the stated purposes, subject to review by staff, various advisory committees/boards and by the Northwest Regional Council Governing Board. Northwest Regional Council members from Island County are Commissioners Jill Johnson and Janet St. Clair.



July 17, 2025

San Juan County Council
San Juan County
350 Court Street #1
Friday Harbor, WA 98250

SUBJECT: Northwest Regional Council 2026 Budget Request

Dear San Juan County Council,

Enclosed please find the Northwest Regional Council (NWRC) local funding request for consideration in the San Juan County budgeting process for CY2026.

NWRC is requesting a 3% overall increase in County contribution support. The increase reflects cost of living adjustments from 2025.

NWRC and staff continue to adhere to the goal of providing public services within prudent budget constraints. This local funding request is consistent with this goal.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Amanda McDade
Executive Director

Enclosures

cc: Natasha Warmenhoven, Auditor

SAN JUAN COUNTY

NWRC LOCAL FUNDING REQUEST BUDGET NARRATIVE - 2026

NWRC AGENCY MATCH - \$ 7,412

The Northwest Regional Council receives more than thirty million dollars in funds for many types of programs for seniors and people with disabilities in our area. NWRC is required to match parts of those funds with locally generated cash. The dollars from your county are pooled with funds from the other member counties and constitute part of the required match.

Overall, and for your member county this local match request is the same as in prior years. Your contribution is based on guidelines in the Interlocal Agreement which state that "All members of the NWRC shall pay contributionsbased proportionally on a formula to include population of the member counties."

This local funding will be integrated into NWRC work programs, objectives, and budget for 2026 for the stated purposes, subject to review by staff, various advisory committees/boards and by the Northwest Regional Council Governing Board. Northwest Regional Council Members from San Juan County are Council Members Kari McVeigh and Jane Fuller.



July 17, 2025

Skagit County Commissioners
1800 Continental Place
Mount Vernon, WA 98273

SUBJECT: Northwest Regional Council 2026 Budget Request

Dear Commissioners,

Enclosed please find the Northwest Regional Council (NWRC) local funding request for consideration in the Skagit County budgeting process for CY2026.

NWRC is requesting a 3% overall increase in County contribution support. The increase reflects cost of living adjustments from 2025.

NWRC and staff continue to adhere to the goal of providing public services within prudent budget constraints. This local funding request is consistent with this goal.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Amanda McDade
Executive Director

Enclosures

cc: Trisha Logue, Budget and Finance Director

SKAGIT COUNTY

NWRC LOCAL FUNDING REQUEST BUDGET NARRATIVE - 2026

NWRC AGENCY MATCH - \$ 32,471

The Northwest Regional Council receives more than thirty million dollars in funds for many types of programs for seniors and people with disabilities in our area. NWRC is required to match parts of those funds with locally generated cash. The dollars from your county are pooled with funds from the other member counties and constitute part of the required match.

Overall, and for your member county this local match request is the same as in prior years. Your contribution is based on guidelines in the Interlocal Agreement which state that "All members of the NWRC shall pay contributionsbased proportionally on a formula to include population of the member counties."

This local funding will be integrated into NWRC work programs, objectives, and budget for 2026 for the stated purposes, subject to review by staff, various advisory committees/boards and by the Northwest Regional Council Governing Board. Northwest Regional Council members from Skagit County are Commissioners Ron Wesen and Peter Browning.



July 17, 2025

Satpal Sidhu
Whatcom County Executive
311 Grand Avenue, Suite 108
Bellingham, WA 98225

SUBJECT: Northwest Regional Council 2026 Budget Request

Dear Satpal,

Enclosed please find the Northwest Regional Council (NWRC) local funding request for consideration in the Whatcom County budgeting process for CY2026.

NWRC is requesting a 3% overall increase in County contribution support. The increase reflects cost of living adjustments from 2025.

NWRC and staff continue to adhere to the goal of providing public services within prudent budget constraints. This local funding request is consistent with this goal.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Amanda McDade
Executive Director

Enclosures

cc: Stacy Henthorn, Auditor

WHATCOM COUNTY

NWRC LOCAL FUNDING REQUEST BUDGET NARRATIVE - 2026

I. NWRC AGENCY MATCH - \$47,964

The Northwest Regional Council receives more than thirty million dollars in funds for many types of programs for seniors and people with disabilities in our area. NWRC is required to match parts of those funds with locally generated cash. The dollars from your county are pooled with funds from the other member counties and constitute part of the required match.

Overall, and for your member county this local match request is the same as in prior years. Your contribution is based on guidelines in the Interlocal Agreement which state that "All members of the NWRC shall pay contributionsbased proportionally on a formula to include population of the member counties."

This local funding will be integrated into NWRC work programs, objectives, and budget for 2026 for the stated purposes, subject to review by staff, various advisory committees/boards and by the Northwest Regional Council Governing Board. Northwest Regional Council members from Whatcom County are County Executive Satpal Sidhu and Councilmember Mark Stremmer.

AREA AGENCIES ON AGING:

Campaign Toolkit

Helping You **LIVE LONG** and **STAY STRONG**



#LiveLongStayStrong ■ [USAging.org/livelongstaystrong](https://www.usaging.org/livelongstaystrong)

USAging

As part of USAging's 50th anniversary, we have launched a new public awareness campaign: **Area Agencies on Aging: Helping You Live Long and Stay Strong**. The goal is to raise awareness of the vital work that you—our members—do for older adults, people with disabilities and caregivers.

Throughout the year, we will be educating the public about the services, stories and impact of Area Agencies on Aging (AAAs) across the country through digital marketing, social media and traditional media.

But we aren't stopping there: USAging also wants to assist you, each AAA, in increasing your brand visibility within your own individual communities. The **Helping You Live Long and Stay Strong campaign** will assist you in reaching the older adults and caregivers you want to serve and making your communities aware that the meals, the rides and the many other supports they receive are either provided by or made possible by your AAA.

This toolkit contains some tools that will be very familiar to you, such as templates for newsletter articles and social media posts. But it also will include less familiar tools that we hope will make it easier for you to market your AAA to your community, for little to no cost.

Each month, USAging will provide you with additions to this toolkit, such as new messages that align with the message we are sharing nationally, or new templates you can use to raise awareness of the critical work your agency is doing.

Together, we can educate the public, serve more older adults and their caregivers, and raise the national conscience so that AAAs are no longer a secret that is discovered only in crisis.

We hope this campaign and toolkit will help you promote your services and connect with your community!



Campaign Toolkit

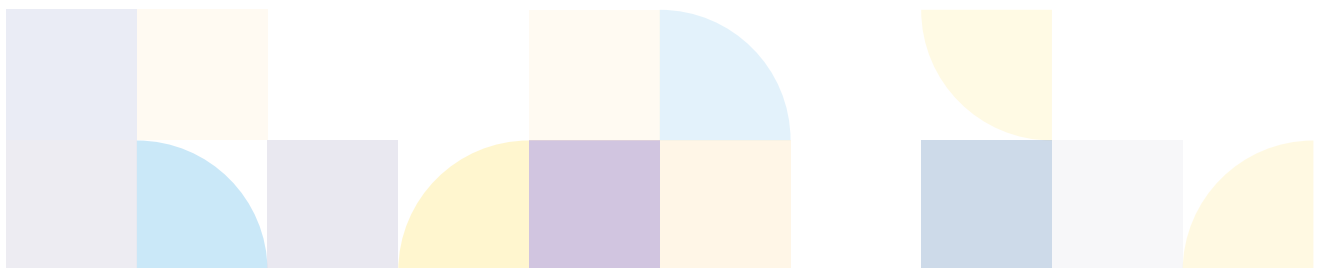
1. Newsletter Article (for AAA Newsletters)

Helping You Live Long and Stay Strong: [Agency Name]

We all hope to live a long and healthy life—to see our kids grow older, to welcome and be involved with our grandchildren, to enjoy life and to give back to our community.

But aging successfully takes planning. Research shows that at some point on the aging journey, two-thirds of older adults will need some support to age well at home.

Did you know your Area Agency on Aging is your go-to source for aging services and caregiver support? [Agency Name] connects older adults and their families with services that promote health, safety and independence—from transportation to in-home care and caregiver support programs. Whether you're planning for the future or need help today, [Agency Name] is here to help you live long and stay strong! Call us at [Phone Number] or visit [Website] to learn more.



2. Social Media Posts

The following are posts that you can use on your own social media to spread the word about AAAs.

Facebook/Instagram: Need help navigating aging or caregiving? [Agency Name] connects older adults and caregivers with transportation, home care and more. Call us at [Phone] or visit [Website]. #LiveLongStayStrong

X: Your #AreaAgencyOnAging is your local hub for aging & caregiving help. Services include home care, transportation & support. Contact [Agency Name] at [Phone]. #LiveLongStayStrong

Social Media Graphics and Images

We have also provided you with graphics that you can include with your post.

Facebook: www.usaging.org//Files/USAging_2025LiveLong_FB1200x630.jpg

X: www.usaging.org//Files/USAging_2025LiveLong_X1200x675.jpg

LinkedIn: www.usaging.org//Files/USAging_2025LiveLong_LI1200x627.jpg

Instagram Post: www.usaging.org//Files/USAging_2025LiveLong_IG1080x1080.jpg

Instagram Story:

www.usaging.org//Files/USAging_2025LiveLong_IG1080x1920%20v2.jpg

www.usaging.org//Files/USAging_2025LiveLong_IG1080x1920.jpg

Additionally, you can use images from the following:

- USAging Photo Gallery: www.usaging.org/elphotogallery
- National Aging and Disability Transportation Center Photo Gallery: www.nadtc.org/gallery/
- Age-Friendly Greater Pittsburgh Photo Gallery: www.agefriendlypgh.org/photo-bank/

3. Community Newspaper Article

Helping You Live Long and Stay Strong: Local Agency Offers Free Services for Older Adults and Caregivers

We all hope to live a long and healthy life—to see our kids grow older, to welcome and be involved with our grandchildren, to enjoy life and to give back to our community.

But aging successfully takes planning. Research shows that at some point on the aging journey, two-thirds of older adults will need some support to age well at home.

[Agency Name], your Area Agency on Aging, is proud to serve the [City/County/Region] community with free and low-cost services that help older adults enjoy their longevity safely at home and that support family caregivers.

Services include:

- Home-delivered meals
- Transportation to medical appointments
- In-home help with daily tasks
- Medicare and benefits counseling
- Caregiver support and respite care

“Our mission is to support independence, dignity and quality of life for older adults and those who care for them,” said [Agency Representative Name/Title].

To learn more, call [Phone Number] or visit [Website].

How to Submit an Article to Your Community Newspaper

- 1. Identify the Right Newspaper or Outlet:** Look for local newspapers, weekly publications or neighborhood newsletters that cover community events, services or human-interest stories.
- 2. Find the Right Contact:** Visit the paper’s website and look for the editor or reporter who handles community news, lifestyle or nonprofit stories. There’s often a general submission or “news tips” email listed as well.
- 3. Craft a Clear Pitch or Press Release:** Whether you’re submitting a full article or just pitching a story, make your message concise and compelling. Include the “who, what, when, where, why” and emphasize why it matters to the community.
- 4. Attach or Paste the Article:** If you’re submitting a full article, include it in the body of your email or as an attachment (in Word or PDF format), and include a suggested headline. Keep it informative and community focused.
- 5. Include a Photo (Optional but Encouraged):** If you have a high-quality photo that relates to your story, attach it with a brief caption and photo credit.
- 6. Follow Up:** If you haven’t heard back within a week, follow up with a short, polite message to check on the status of your submission.

4. Radio Ads

15-Second Spot

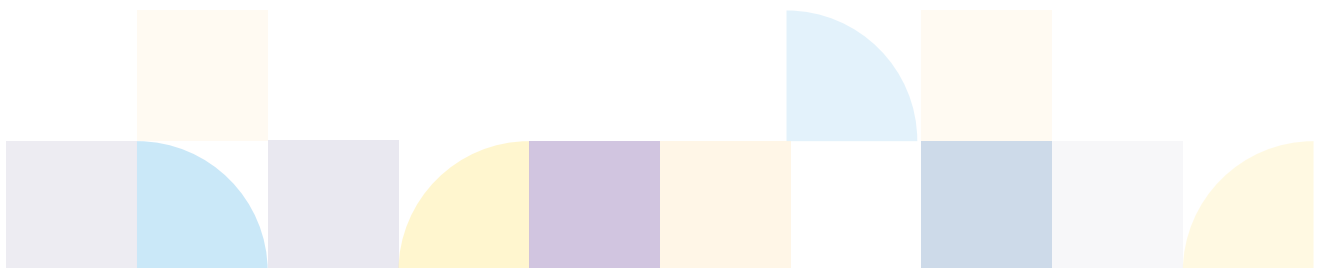
[Agency Name] helps you live long and stay strong! If you are an older adult living independently at home, or you are caring for an older adult, the [AAA Name] can help! [Agency Name] connects older adults and caregivers with [rides, in-home care] and more. Call [Phone Number] or visit [Website].

30-Second Spot

[Agency Name] helps you live long and stay strong! [Agency Name], your local Area Agency on Aging, provides older adults and caregivers with [free or low-cost services like meals, transportation, home care and caregiver support]. We're here to help you stay independent and connected. Call [Phone Number] or visit [Website] to learn more.

How to Get a Radio Spot on Your Local Station

- 1. Identify Local Stations:** Start by listing the radio stations in your area, especially those with community-focused programming or public service announcement (PSA) slots.
- 2. Reach Out to the Station:** Contact the station's public affairs or community relations department. Most stations have a contact listed on their website for submitting announcements or arranging interviews.
- 3. Pitch Your Story or Event:** Explain who you are, what your agency does and why your message matters to the community—especially during something timely like Older Americans Month. Offer to provide a pre-recorded PSA, script or even a spokesperson for a live interview.
- 4. Submit a PSA (if applicable):** Many stations offer free airtime for PSAs, especially for nonprofits. These should be short (typically 15–60 seconds) and clearly state your message and call to action.
- 5. Follow Up:** If you don't hear back, a polite follow-up call or email can help keep the conversation going and show your enthusiasm for sharing important information with their listeners.



5. Low-Cost Ways to Raise Awareness of Your AAA

1. Host an “Open House” or Info Table

- Set up a table at local libraries, senior centers, farmers markets or community fairs.
- Share brochures, giveaways (pens, magnets) and offer brief consultations or info sessions.

2. Partner with Local Media

- Pitch a “Spotlight on Services” segment to a local radio station, newspaper or community TV channel. (Or submit the community newspaper article included in this toolkit to your local newspaper.)
- Offer to be a local expert for aging-related stories that are timely (Medicare information during Medicare Open Enrollment, heat safety in the summer, caregiving tips during National Caregiver Appreciation Month, etc.).
- Record and submit one or both of the radio spots included in this toolkit to your local radio station!

3. Create a Monthly Tip Series

- Share simple aging- or caregiving-related tips on social media or through an email list (“Tip Tuesday”).
- Focus on timely topics such as fall prevention, healthy eating or avoiding scams.

4. Distribute Flyers in High-Traffic Spots

- Place materials in doctor’s offices, pharmacies, grocery stores, churches or food pantries.
- Add tear-off tabs with your phone number or website.

5. Give a Brief Talk or Host a Q&A

- Offer a short, 10-minute talk at civic group meetings, churches or apartment communities.
- Focus on “What We Do” and invite questions about aging and caregiving needs.

6. Promote Through Existing Local Newsletters

- Ask to include a brief blurb about your services in local government, library or school newsletters.

7. Create a “Who We Are” Flyer

- One page with: agency mission, contact info and bullet points of services.
- Keep a stack handy for all events and community partners.

8. Run a Mini Campaign Around a National Awareness Observance

- Use Older Americans Month (May), Falls Prevention Awareness Week (September) or National Family Caregivers Month (November) to align your outreach.
- Post themed social media content, host a small event or issue a press release.

9. Engage Local Influencers or Champions

- Ask respected community members (pastors, council members, pharmacists) to share your materials or mention your AAA at events.