



**General Membership Meeting
June 2, 2016**

9:35 a.m. – 10:50 a.m.

Southcoast Center for Women's Health, 300 B Faunce Corner Road, North Dartmouth, MA

Members present (15): Barbara Acksen, Linda Aguiar, Arthur Briggs, Helena DaSilva-Hughes, Jean DeCoffe, Ben Gilbarg, Deirdre Healy, Jay Kenney, Pauline Macedo, Kerry Mello, Maria Mendes, Claudia Soares, Amy Sylvia, Owen Tidwell, Gloria Villalobo. *If your name does not appear on this list and you attended the meeting, please contact gnballies@gmail.com.*

Minutes

Call to Order

The meeting was called to order at 9:35 a.m. by Chair, Barbara Acksen, who welcomed round table introductions of those in attendance.

Presentation: *Money Management Program at Coastline Elder Services (Linda Aguiar)*

Linda Aguiar, Money Management Program Manager, gave a presentation on the Money Management Program at Coastline Elder Services of New Bedford. Ms. Aguiar said the Money Management Program has been in existence for the past 16 years and covers all cities and towns within Bristol County. She said the program was developed to assist low-income elders, aged 60 or older, who have difficulty writing checks, balancing their checkbooks and managing their money. Some of the elders may be homebound, visually impaired, confused, and without family nearby to help. She said the service helps elders who might be of risk of losing their independence due to their inability to pay basic rent, food and utility bills on time. There is no cost

While the program has one full-time and two part-time employees, Ms. Aguiar said there are currently 54 trained and insured volunteers who are matched one-on-one with an elder needing assistance. The volunteer goes to the elder's home at least once a month to help keep track of income and expenses. She said two levels of assistance are available.

1. Bill Payer – This service assists elders by developing a budget, writing checks, and balancing their checkbook. Elders make all their own decisions and sign their checks.
2. Representative Payee – This service helps elders who are not able to manage their own finances. Once approved by the Social Security Administration (SSA), a volunteer is assigned



to an elder, a rep payee account is opened in the elder's name, and the volunteer writes and signs check from this account to pay the elder's bills.

Ms. Aguiar said referrals to the Money Management Program typically come from case managers at Coastline Elder Services, family members, friends, and concerned neighbors. She said these people are often in desperate need for the program. If anyone observes an elder who may need assistance, she said to contact her at 508-742-9113. However, she said there is currently a waiting list for the program.

Presentation: "New Be, New Me" Anthem Video Campaign (Ben Gilbarg)

Ben Gilbarg, owner of Visionary Communications Consultants and former founder and director of 3rd Eye Youth Empowerment of New Bedford, gave a presentation on "New Be, New Me," - a community outreach campaign utilizing proven, dynamic methods to influence New Bedford youth. Mr. Gilbarg said he is currently looking to raise \$4,000 from additional sponsors to completely fund the "New Be, New Me" campaign, which will feature an Anthem video of youth doing positive things from the Greater New Bedford Area.

Mr. Gilbarg said many great organizations and projects are doing good work around health, wellness and overall empowerment, but marketing and communication of these programs has been limited and decentralized. As a result, most New Bedford residents rarely if ever hear about these efforts. Moreover, he said local youth have very few positive media sources to look to for influence and many non-New Bedford residents think of the city as dangerous and not worth investing in.

Mr. Gilbarg said the "New Be, New Me" Anthem video campaign seeks to change that by reaching youth where they're at - on social media, listening to music and watching videos. He said the campaign will utilize Visionary Communications' proven method of developing creative Anthem videos as a social marketing catalyst and campaign centerpiece. He said it will amplify the health and wellness work of several community groups in New Bedford and aim to centralize marketing and model unity and community togetherness.

Mr. Gilbarg said the "New Be, New Me" anthem video will feature Samantha Johnson who was a contestant on NBC's *America's Got Talent*. In the video, Johnson will be leading a small army of positive youth as they model healthy and responsible behaviors around New Bedford. Youth from the community will be featured in short story segments making healthy eating choices, walking, biking, doing Yoga, volunteering, cleaning up neighborhood parks, dressing up for job interviews, balancing checkbooks, and more. Adults recognize the youth and join them in a culminating wellness march through New Bedford.



Mr. Gilbarg said the main video will be released via *New Bedford Guide*, which reaches up to 50,000 people per week. He expects it to go viral as well. He encouraged GNB Allies to become a sponsor at the \$3,000, \$2000 or \$800 level. He said becoming a sponsor will give an opportunity for hundreds of youth to be involved in an inspiring arts-based project, and thousands of New Bedford youth to be the beneficiaries.

The GNB Allies Steering Committee will discuss the “New Be, New Me” campaign at their June 17th meeting.

Business meeting

Meeting minutes – approval

May 5, 2016 – Helena DaSilva-Hughes moved to approve the report, Jean DeCoffe seconded, with no discussion all members present approved the May minutes.

Treasurer's Report – approval

- Bank balance 4/30/2016: \$233,112.01
- Total Encumbered Funds: \$186,289.65
- Unrestricted net assets: \$47,953.45

Kerry Mello moved to approve the Treasurer’s report, Deirdre Healy seconded, with no discussion all members present approved the report.

Standing Committee reports

Health Access – Barbara Acksen reported that four people recently completed their training in the mother-woman group model. She said they are now looking at potential sites for doing support groups. Among the groups she mentioned were parenting teenagers, baby cafes and groups that are dealing with mothers with opioid issues.

Health Equity – Kerry Mello reported that the Capacity Building Cancer Disparities group is in the final months of the grant. She said the final date was supposed to be June 30, but the grant was extended through December with more funding. She said they still need to submit a final report by June 15 and give a PowerPoint presentation on June 20 at JSI Research & Training Institute in Boston.

Other Business

Update on youth concerns discussion

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While there was no formal update on the youth concerns discussion, Deirdre Healy, Maria Mendes, Claudia Soares and Owen Tidwell expressed support for GNB Allies becoming a sponsor of “New Be, New Me” campaign.

Member Announcements

Members are always welcome to provide handouts for others and to share upcoming events.

- Arthur Briggs noted that Mercy Meals and More Scallop Dinner Fundraiser on May 14th raised over \$2,000. He said they will likely do another dinner fundraiser during the fall.
- Claudia Soares noted that the Family Resource and Development Center is moving to the Santander Bank building, located at 128 Union Street in New Bedford, by June 30, 2016. She said there will be an open house in July but a date has not been set yet.

Adjournment

Helena DaSilva-Hughes moved to adjourn the meeting, Pauline Macedo seconded, with no discussion all members present approved to adjourn the meeting at 10:50 a.m.

Next Meeting

The next meeting will take place on September 1, 2016 @ 9:30 a.m. at Southcoast Center for Women’s Health, located at 300 B Faunce Corner Road in North Dartmouth, Massachusetts.