



BETTER LIVING FOR SENIORS MONTHLY MEETING

February 20, 2019

Board Members Present:

Tasha Saca- President
Jaydee Hackney – Vice President
Michelle Shiver – Secretary
Jaya Koovackal - Treasurer
Nicole Ramer - Venues and Speakers
Liz White – Membership
Danny Gonzalez – Sponsorships/Directory
Rachel Carmack – Communications/Social Media
Kari Gomez – Special Projects

MEETING LOCATION AND SPEAKER:

- Hosted by Brookdale Highlands; 4250 Lakeland Highlands Rd, Lakeland, FL 33813.

MEETING CALLED TO ORDER:

- The meeting was called to order by Tasha Saca, President at 9:20 am

APPROVAL OF MINUTES

- A motion was made by to approve the minutes for the January 2019 Monthly meeting as posted on the website by Jaydee Hackney and seconded by Rachel Carmack. **Approved.**

TREASURER'S REPORT

- BLFS Treasurer Jaya Koovackal reported that \$7,700 is currently in the bank. Income is from renewals and membership dues; Expenses include BLFS Gives Back; storage unit rental, gift cards and Polk Eldercare Guide for the 2019 issue.

SPONSORS

- Tasha recognized the 2019 BLFS Polk Sponsors.
- We are now accepting 2020 Sponsorships which will now include BLFS membership.

GUEST SPEAKER

Cora Ligon from Ligon Marketing – “What makes Marketing to Today’s Seniors Different”. Some tips:’

- Story form is most effective
- Images – not stock, engaged not posed
- Seniors read facial expressions
- Seniors see themselves as 10 – 15 years younger
- Enlarged font

MEMBERSHIP REPORT

- No Report

COMMITTEE REPORTS:

- No Report

EVENTS:

- We will no longer share events during the meeting. Bring flyers to distribute.

Please send event information to events@polkeldercare.com

Events calendar: <https://polkeldercare.com/events/>

INTRODUCTIONS:

- Members introduced themselves and their organization.
- New members were recognized

WEBSITE

- BLFS’s new website will be launching soon.

SPEAKERS AND LOCATIONS:

- March’s Monthly Meeting will be held on Wednesday, March 20th
Opis Highlands Lake Center
4240 Lakeland Highlands Rd.
Lakeland, FL 33813

Registration/Breakfast at 8:30, Meeting at 9 am.

Adjournment

- Meeting was adjourned at 10:24 a.m.

Respectfully submitted by Michelle Shiver, Secretary, on February 25, 2019.