



**Village of Spring Valley**  
**Village Board – SPECIAL BOARD meeting minutes**  
**February 19, 2020 at SVHRC**

**Call to Order:** President pro tem Ducklow called the meeting to order at 7:50 a.m.

**Members Present:** Ducklow, Falde, Huepfel, Jacobson, Vorlicek

**Members Absent:** Brunkhorst, O’Connell

**Staff:** Clerk Emerson

SVHRC staff present: Kevin Larson, Danielle Smith

**Approval of Agenda: Motion (Jacobson/Falde) to approve agenda. Carried.**

(Kevin recapped previous meeting discussion regarding current marketing tactics.)

Paul Seeling from Sun-Argus was also present. He is available for PR, stories, activities, events being held at or for the nursing home. He doesn’t get calls like he used to. Radio station spots could be done, direct mailing for public awareness on availability of the facility. Spring Valley facility has to be in people’s minds when a nursing home decision is being made. Mugs, pens, literature, get the facility option to the people. Mailing with Village utility bills. SVHRC has a reputation of being hard to get people enrolled. Possibility of taking money from a CBRF conversion project and hiring staff to admit people. CBRF should be a last resort, should be working on increasing census at the facility we have. We need to put together a marketing plan. Demographic of a resident has changed; this is no longer just grandpas and grandmas. Addiction and bariatric patients need special staff and equipment. Staffing at the nursing home is done through Indeed, LinkedIn, FB, word of mouth. Management feels they offer competitive salaries for this type of facility. SVHRC has been referred to as a beautiful facility but is the “Best Kept Secret”. Why is it a secret?

#1 priority should be staff availability to admit residents. Admissions nurse? Do a push the next 60-90 days to increase census. Kevin will put together a plan. Danielle will free up time to go to facilities that have clients to place. Village board should look at Kevin’s plan from the meeting and decide on how much to spend. Transports should be considered and need to be all or nothing so when a placement is looming, they aren’t wondering why you could transport last time but not today. Transport drivers need first aid, CPR/AED training per state requirement. Jacobson will get Kevin the commercial contact information. Cierra does usual marketing; Kevin will check to see if she can attend next meeting.

Next meeting will be Tuesday March 3 2020, 7:45 a.m.

**Motion (Huepfel/Ducklow) to adjourn 9:25 a.m. Carried.**

**Respectfully Submitted**

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**Luann Emerson, Clerk**

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**Mary Ducklow, President pro tem**