HERITAGE ON THE MARINA

RESIDENTS’ COUNCIL MEETING

MINUTES OF THE MEETING, September 24, 2021

Present: Bernie Burke, Gary Skootsky, Martha Torres, Fred Wentker

Staff: Mary Linde, Joe Conroy, Hanh Ta

Board: Tony Hanley, Margaret Jacobs

Bernie Burke, Chair of the Residents’ Council, opened the meeting and welcomed everyone. Bernie asked for a moment of silence for those friends and residents who are no longer with us and those who may be ill.

Bernie Burke also welcomed three new residents: Paula Cornyn, Pamela Fischer, and Margaret Johnson.

Treasurer’s Report: Martha Torres reported a September expenditure to the Garden Committee of $83.52. There is a checking account balance of $5,382.58. To date, $870 has been contributed to our Head Start Holiday Project. We are still accepting contributions.

Martha Torres will meet with Eleanor Burke to review $4,500 being held in the separate Library Account. The residents were reminded to return any books they are finished with.

CEO’s Report: Mary Linde reported Rockwood Pacific has been hired to help develop a concept plan and a business model. This is basically a feasibility study to look at high level issues, including funding and staffing to determine if we can even move ahead with a master plan. As we move forward, we will communicate with residents about issues that may impact them and they will be asked for input into issues that directly effect quality of life at the Heritage. “If it impacts you, yes you will be involved.” If the strategic plan moves forward, we do not anticipate any construction until 2026. Staff and residents will be involved in phasing of any plan to minimize disruptions. In the short term, Rockwood Pacific will be touring the facility with contractors, architects, and vendors ahead of developing proposals and bids.

The company that had produced our Resident and Staff Satisfaction Surveys has dramatically raised their prices and we are seeking a new vendor. We are sorry for the delay, but it will take time to engage a new firm and tailor surveys to our community. We do not anticipate having surveys available until the new year.

We would like to move away from having both a resident and staff survey each year. This causes survey fatigue and does not allow us enough time to work through the previous survey and make meaningful changes. We anticipate doing resident surveys on even years (likely next Spring) and staff surveys on odd years. Additionally, we will move away from a “satisfaction” survey to one that measures “engagement.” This is the industry trend and will allow us to make more meaningfully changes for residents and staff.

Our Human Resources generalist, Robyn Leiken, has asked to go down to 24 hours/week, her original work schedule when hired right before COVID19. She is currently on leave but is expected to return in early November. Edith Lee, HR Coordinator, is doing an amazing job in Robyn’s absence. As previously announced, we have hired Praveen Rattan as our new HR Director. She will begin on October 12. Praveen will report directly to the CEO and will be in the office currently occupied by Patti Gallagher. Patti will move into apartment 243 Morgan, where we are creating a marketing office/model apartment.

We are having a party to honor Ken Donnelly’s retirement on Thursday, September 30.

Marketing Report: In the absence of Janet Howell, Mary Linde provided a marketing update. We are working hard to increase revenue by filling all available apartments. We currently have eight apartments that are available. We are offering incentives to current residents who bring in friends.

Bild & Company, a marketing consulting firm has been hired to assist with our marketing efforts, including training, website, media presence, and outreach. They will enhance our current marketing efforts.

Hanh Ta, NHA/Operations Director: Hanh Ta thanked everyone for their patience in following all regulations. Covid vaccinations will become a condition of employment at the Heritage, with potential exemptions for medical or religious accommodations. Those employees who qualify for an exemption will wear a N95 mask and will be tested twice a week.

On September 16, the State Department of Public Health was on site to review our Mitigation Plan and we had zero deficiencies. A summary of our Zoom call with Dr. Emma Bainbridge, SFDPH, has been distributed to residents and is available to your families.

We have been working with the State to verify our vaccination records and QR digital codes are now available if you would like yours. You can save the image on your phone or print it out. Once the State provides guidance

on booster shots, we will set up a clinic, probably with Safeway. If you get your booster shot independently, please provide Sandra Peret with a confirmation.

Maintenance Report: In the absence of Oleg Korsunsky, Hanh Ta provided a maintenance update. Stucky Library will be touched up from October 5-7. The Perry Heating Project will continue/complete the week of October 11. We will communicate closer to the start date, once the vendor confirms. Worxhub is being relaunched for residents with email capability. Please watch out for an email directly from Worxhub with your temporary credentials and a link for requests to the Maintenance and Housekeeping teams. The process is completed for newly moved in residents and the Francisco and Octavia apartments.

President’s Report: Bernie Burke noted that handrails have been installed on the gazebo. We are preparing for elections for the four Residents’ Council positions – President, Vice President, Treasurer, and Secretary. We will have a nominating committee and will be seeking nominations.

Open Discussion: The issue of noise, such as the leaf blower, was raised. Janet Howell will be asked to speak with the gardener.

There was also general concern about the accuracy of published times/locations of activities. Sign-up sheets, 998, and Touchtone need to be more closely monitored. Perhaps a phone-in recording would provide a stop-gap measure. We are also working with Comcast on issues with 998. Inside visitations must remain at 45 minutes and outside visits at one hour for the foreseeable future,

Current resident contracts do not change. Based on comments from potential residents, the Heritage is looking to provide for a repayable portion of the entrance fee in new contracts. The plan is currently being reviewed by legal counsel and is designed so that pricing would ensure that the Heritage maintains the necessary operating funds from the entrance fees. Any contracts need to be approved by the State Department of Social Services. Any changes will not impact residents who are currently under contract and the Heritage intend to honor all existing commitments.

The next Residents’ Council Meeting will be held on Friday,

October 29, 2021.

Council Secretary