



AGENDA
HEALTH AND HUMAN SERVICES COMMITTEE
REGULAR MEETING
TUESDAY, MARCH 28, 2023 – 8:00 AM
ADMINISTRATION CENTER - ROOM A-200
121 W. MAIN STREET, PORT WASHINGTON, WI 53074

The public can access the meeting by viewing the live stream at the link which will be opened five minutes before the call to order:

[Health & Human Services Committee / Human Services Board Live Stream](#)

The public can submit comments here: [Public Comment Form](#)

[Public Comment Policy](#) & [Instructions For Submitting Public Comments Online](#)

- 1. CALL TO ORDER**
- 2. PROPER NOTICE**
- 3. PUBLIC COMMENTS/CORRESPONDENCE/COMMUNICATIONS**
- 4. PUBLIC HEALTH**

a. Action Items:

1. Awareness Campaign Mental Health & Substance Use: ARPA Funding

5. LASATA CAMPUS

a. Action Items:

1. Update to the CBRF Market Assessment Dated August 23, 2019

b. Management/Financial/Informational Reports

1. Lasata Campus Monthly Reports

6. CLOSED SESSION

Pursuant to Wisconsin State Statutes Section 19.85(1)(c) for the Purpose of Conducting Interviews for Selection of an Appointee for Lasata Senior Living Campus Administrator

7. OPEN SESSION

8. ACTION ITEMS:

- a. Health & Human Services Committee Recommendation to the County Board for Appointment of Lasata Senior Living Campus Administrator

9. NEXT MEETING DATE

April 25, 2023

10. ADJOURNMENT

A quorum of members of committees or the full County Board of Ozaukee County may be in attendance at this meeting for purposes related to committee or board duties, however, no formal action will be taken by these committees or the board at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the County Clerk's Office at 262-284-8110, twenty-four (24) hours in advance of the meeting.

Health and Human Services Committee

AGENDA INFORMATION SHEET

AGENDA DATE: March 28, 2023
DEPARTMENT: Public Health
DIRECTOR: Kim Buechler
PREPARER: Tyler Quaas

Agenda Summary Awareness Campaign Mental Health & Substance Use: ARPA Funding

BACKGROUND INFORMATION: The Health Department was granted \$1,552,400 by the American Rescue Plan Act, separate from ARPA funds provided to Ozaukee County, to be used between 2021 and 2024. The purpose of the funding is to aid public health recovery from the COVID-19 pandemic. The Public Health Department previously requested acceptance of these grant funds and is now requesting the committee's support in utilizing a portion of these funds on initiatives for increasing awareness of community level supports for individuals experiencing mental health and substance use challenges, which were drastically impacted by the pandemic.

ANALYSIS: The Health Department plans to use these funds to increase awareness of substance use and mental health, top health priorities identified in the Community Health Improvement Plan for 2022-2025. Funds requested will help to continue the EPIC Creative's, Change the Ending campaign in Washington County and expand the campaign into Ozaukee County, a multimedia effort focused on increasing awareness of mental health and substance use resources.

FISCAL IMPACT: \$301,585

Balance Current Year: \$301,585 Next Year's Estimated Cost: \$0

FUNDING SOURCE:

County Levy: \$0

Non-County Levy: \$310,585

Indicate source: American Rescue Plan Act Grant

RECOMMENDED MOTION: Approve

ATTACHMENTS:

- WASHCTY_ChangeTheEndingCampaign_PhaseII_End-CampaignReport (PDF)
- WASHCTY_ChangeTheEndingCampaign_PhaseIII (PDF)

HEALTH AND HUMAN SERVICES COMMITTEE

EPIC CREATIVE®

CHANGE THE ENDING CAMPAIGN
Phase II: Campaign-End Report

7/18/22 – 1/18/23

Attachment:

CAMPAIGN PERFORMANCE: OVERVIEW

PERFORMANCE

- **Reach:** 278,398
- **Impressions:** 1,851,217
- **Ad clicks:** 12,926
- **Link clicks:** 6,380
- **Cost per 1,000 impressions:** \$5.67

INSIGHTS

- **Audience:** We are reaching both male and female audiences, ranging primarily from 25-55 in age
- **Creative:** There is a fairly even distribution of impressions on all ad variations
- **Post copy:** Including copy that varies in length is beneficial to the campaign performance

RECOMMENDATIONS FOR PHASE III

- **Audience:** Only run the outreach audience (outreach outperformed the lookalike audience) unless we implement retargeting from video views / website traffic.
- **Bidding:** Use a lifetime bidding strategy instead of a daily bidding strategy. This will help let Meta decide to allocate more budget on active user days / times versus spending a set budget each day.
- **Creative:** Develop a combination of both video and static creative assets.
- **Creative:** Run only 2 pieces of a creative at a time to keep frequency down. Creative will be swapped out once frequency starts to get high, ensuring we don't oversaturate the audience.

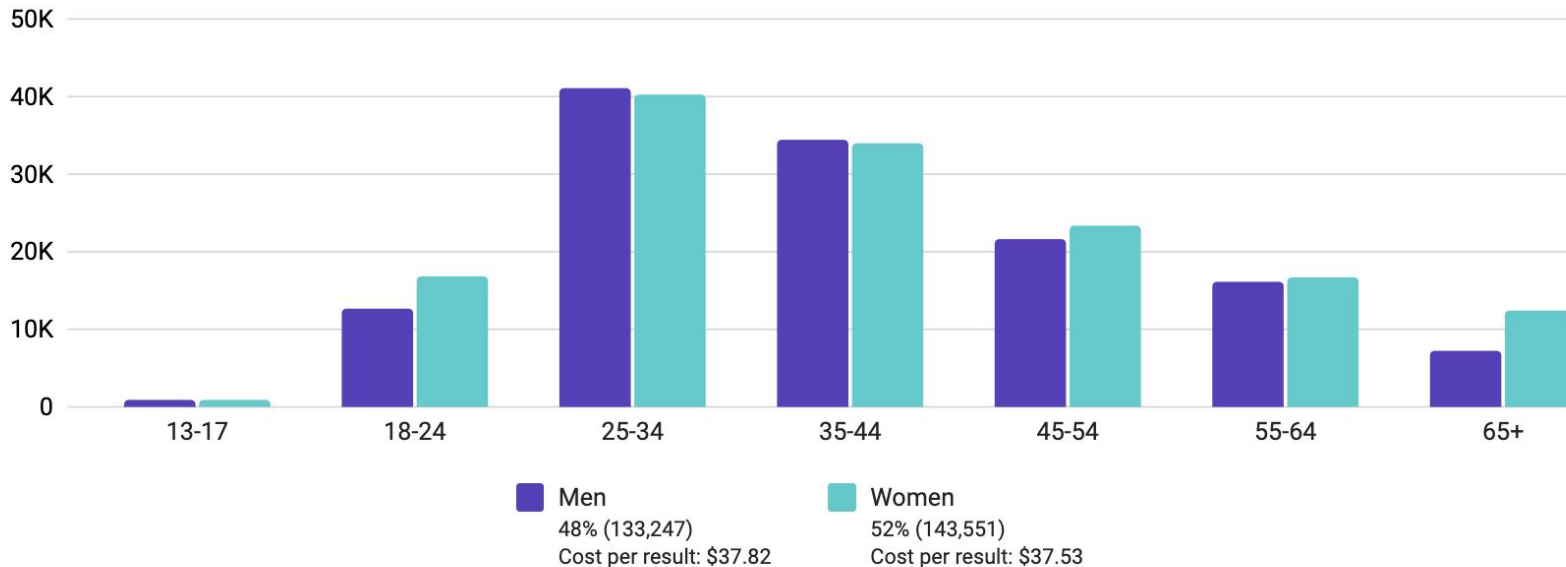
DEMOGRAPHICS

DEMOGRAPHICS: AGE & GENDER

Age and gender distribution

All

Results



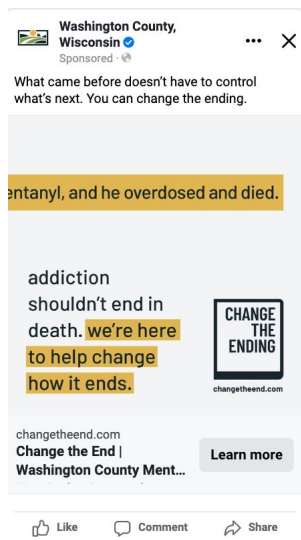
Attachment:

CREATIVE

Attachment:

CREATIVE: PERFORMANCE

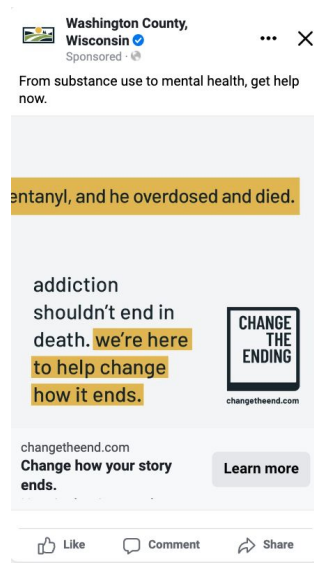
ADDICTION: COPY A



PERFORMANCE

- Reach: 128,054
- Impressions: 308,953
- Ad clicks: 3,030
- Link clicks: 1,350

ADDICTION: COPY B



PERFORMANCE

- Reach: 88,189
- Impressions: 152,104
- Ad clicks: 1,145
- Link clicks: 672

*Copy highlighted in orange out-performed the other

Attachment:

CREATIVE: PERFORMANCE

BULLIED: COPY A



PERFORMANCE

- Reach: 67,551
- Impressions: 119,610
- Ad clicks: 883
- Link clicks: 464

BULLIED: COPY B



PERFORMANCE

- Reach: 80,790
- Impressions: 136,323
- Ad clicks: 929
- Link clicks: 561

Attachment:

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CREATIVE: PERFORMANCE

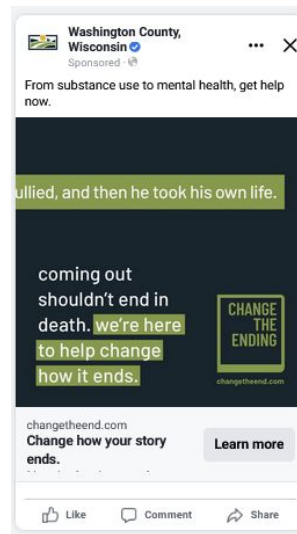
COMING OUT: COPY A



PERFORMANCE

- Reach: 31,327
- Impressions: 48,370
- Ad clicks: 255
- Link clicks: 161

COMING OUT: COPY B



PERFORMANCE

- Reach: 191,182
- Impressions: 556,655
- Ad clicks: 3,410
- Link clicks: 1,619

Attachment:

*Copy highlighted in orange out-performed the other

CREATIVE: PERFORMANCE

DEPRESSION: COPY A



PERFORMANCE

- Reach: 64,673
- Impressions: 102,924
- Ad clicks: 484
- Link clicks: 255

DEPRESSION: COPY B



PERFORMANCE

- Reach: 43,434
- Impressions: 57,799
- Ad clicks: 292
- Link clicks: 143

Attachment:

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CREATIVE: PERFORMANCE

LONELINESS: COPY A



PERFORMANCE

- Reach: 62,682
- Impressions: 100,529
- Ad clicks: 892
- Link clicks: 618

LONELINESS: COPY B



PERFORMANCE

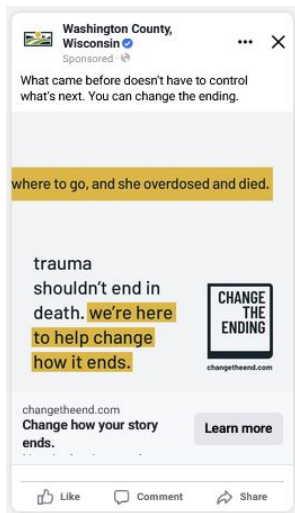
- Reach: 63,538
- Impressions: 94,911
- Ad clicks: 647
- Link clicks: 499

Attachment:

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CREATIVE: PERFORMANCE

TRAUMA: COPY A



PERFORMANCE

- Reach: 61,284
- Impressions: 93,728
- Ad clicks: 567
- Link clicks: 245

TRAUMA: COPY B



PERFORMANCE

- Reach: 59,339
- Impressions: 88,883
- Ad clicks: 392
- Link clicks: 244

Attachment:

*Copy highlighted in orange out-performed the other

CREATIVE: PERFORMANCE

The numbers in the chart show ad creative performance ranked by landing page traffic performance.

- Landing Page Traffic indicates people who clicked to visit the campaign website.
- Ad Clicks is inclusive of landing page clicks and any other clicks on the ad. For static images and graphics, this metric is a good indication of engagement with the ad.
- Reach is the unique number of people who saw an ad at least one time.

Based on the data, you can see that **Coming Out - Copy B** (slide 8) and **Addiction - Copy A** (slide 6) were the campaign's top-performing ads.

	Landing Page Traffic	Ad Clicks	Reach
Coming Out - Copy B	1,619	3,410	152,563
Addiction - Copy A	1,350	3,030	107,354
Addiction - Copy B	672	1,145	71,640
Loneliness - Copy A	618	892	58,454
Bullied - Copy B	561	929	64,971
Loneliness - Copy B	499	647	52,041
Bullied - Copy A	464	883	62,531
Depression - Copy A	255	484	62,140
Trauma - Copy A	244	567	55,484
Trauma - Copy B	244	392	49,829
Coming Out - Copy A	161	255	31,327
Depression - Copy B	143	292	39,657

Attachment:



EPIC CREATIVE®

Change the Ending

Mental Health + Substance Use Campaign: Phase III

February 2023

OUR UNDERSTANDING

Increasing awareness of public resources.

In Washington and Ozaukee Counties, programming and support services for mental health and substance use offer a niche impact to everyone in the community, especially the underinsured. However, the Washington Ozaukee Health Department has made it apparent that there are barriers for those with mental health concerns or addiction to identifying and accessing treatment covered by their insurance. In many cases, addicts are often referred to several organizations or programs before truly receiving the information or treatment they need—at which point, their addiction prevails.

In 2021 and 2022, Washington County and EPIC Creative developed and executed Phase I and II of the Change the Ending campaign to increase countywide awareness of mental health and substance use resources in partnership with several organizations throughout Washington County.

For the remainder of 2023 and all of 2024, Phase III of the Change the Ending campaign will be implemented to expand on the Phase I and II tactics. The campaign will continue to serve as a resource for those suffering from mental health or substance use in both Washington and Ozaukee Counties.

The following slides outline EPIC Creative's recommendations for Phase III of the Change the Ending campaign.

APPROACH

OUR APPROACH

Campaign development.

Creative is the heart of this campaign—it's emotional, raw, relatable and compelling. In Phase III, the Change the Ending campaign concepts will be updated to further tell the story and include messaging specific to opioid use and youth programming to support the goal of increasing awareness and accessibility of mental health and substance use resources.

As part of campaign development, EPIC will present 2-3 concepts that expand on the creative developed in Phases I and II. The selected concept will be refined—then, once approved, extended across all executions and beyond.

Existing asset updates.

In Phase III, printed campaign assets from Phases I and II will be updated to include any new partner information. Assets include:

- Brochure
- One-Sheet
- Business Card
- Support System One-Sheet

OUR APPROACH

Campaign website.

The current [campaign website](#) was designed with a mobile-first approach and houses all details for users to easily find the services and support they need. Specifically, the site features an interactive, private questionnaire that allows people to quickly identify the partner organization(s) that best suit their needs.

The site currently highlights nine community partner organizations. In Phase II, additional organizations will be added to both the questionnaire results and resources pages to offer a more comprehensive list of community organizations and services in both Washington and Ozaukee Counties.

OUR APPROACH

Press release.

A press release will raise awareness about the program's expansion to include Ozaukee County, providing a new, fresh opportunity for media coverage. Once approved, EPIC will provide Washington County with all content needed to distribute the release.

Local outreach.

Throughout the campaign, EPIC will build on the community awareness strategy by conducting targeted, efficient outreach to local media publications, especially those in Ozaukee County. This outreach will result in, for example, interviews with publications and/or articles about the program. EPIC will also track placements and can manage incoming requests from media as needed.

Outreach efforts will be structured according to the following schedule for optimum newsworthiness:

- Q1: Press Release (Program Expansion)
- Q2: Mental Health Awareness Month (May)
- Q3: Suicide Prevention Week (September 10th – September 16th)
- Q4: Holiday-themed messaging

In addition to these topics, we will revisit (4) additional pitching opportunities in 2024.

OUR APPROACH

Paid Facebook ad campaign.

Since social media use is high amongst a wide range of age demographics, ensuring campaign messaging is presented on social has been important for campaign success. As such, the paid Facebook ad campaign will continue throughout 2024.

Creative will support campaign messaging and target an outreach audience of those living in the Washington County and Ozaukee County areas. The campaign will run from April 2023 through December 2024, with reporting provided quarterly.

On-page social media posts.

To support the paid ad campaign, a series of social media posts (copy and creative) were developed for use by Washington County and its partner organizations in Phases I and II. In Phase III, up to 42 additional posts—with a combination of static and animated graphics—as well as 3 cover photo images will be developed for use in on-page social media by Washington County, Ozaukee County and all partner organizations.

Sized for Facebook and Stories, these new posts will feature any new campaign messaging, including opioid use and youth-specific content. Custom URLs will also be provided to allow for tracking website visits from each partner's social pages. On-page posts will be sent to partner organizations on an agreed-upon basis to remind them to post content frequently to their social media pages.

OUR APPROACH

Radio.

A series of ten new 30-second public service announcements will be developed, each featuring a series of voices to tell the various types of stories people can have relative to mental health and substance use. Two spots will run at a time, with creative swapped every 4 months.

Radio buys will be placed + managed on WMBZ, WIBD, WKTM, WHQG, and WKLH. Additionally, these PSAs will be supplied to local radio stations across Washington and Ozaukee counties, encouraging anyone in need, or anyone with a friend or loved one in need, to visit the campaign website to easily find the appropriate community resource or support location.

Out of home.

One of the most effective ways to reach a broad audience with a strong message is through out of home advertising. To expand the reach of the Change the Ending campaign messaging, we recommend a continued out of home campaign. To support this, a series of 4-5 designs will be developed for rotation throughout 2023 + 2024.

Upon proposal approval, EPIC will negotiate specific placements and rotation to ensure our out of home advertising reaches a broad audience across Washington and Ozaukee counties.

COST ESTIMATE

Main Scope

	FOR ITEM	TOTAL COST
Campaign Concepting + Management		\$16,155
Campaign Concepting	\$5,060	
Campaign Planning + Management	\$11,095	
Web Assets		\$3,590
Campaign Website Updates	\$3,590	
Public Relations		\$6,315
Press Release	\$1,130	
Local Outreach	\$5,185	
Social Media		\$85,700
Paid Facebook Ad Campaign	\$70,350	
On-Page Posts	\$15,870	
Paid Media: OOP		\$185,000
Radio	\$85,000	
Out of Home	\$100,000	
Creative Development		\$11,825
Existing Asset Updates	\$3,400	
Radio Spots	\$4,245	
Billboards	\$4,180	
Printing		\$2,000
OOP Costs	\$2,000	
TOTAL		\$310,585

TERMS + CONDITIONS

Scope, changes, and exclusions

These costs cover the agreed upon scope, as described in this proposal. Unless otherwise provided in this proposal, quoted work includes original comp(s) and revisions as described in this proposal. Requested services outside of the project scope are handled on a time and materials basis and shall be paid by client in addition to other amounts payable under the proposal, despite contract price. Changes may necessitate an extension or modification of the delivery schedule.

Expenses

Any and all out-of-pocket expenses (i.e. media buys, stock or rights-managed photography, color printing, travel expenses, third party costs) incurred during execution of the aforementioned service costs are separate and incremental. These OOP expenses may be billed separately, marked up, or deferred to direct payment by client.

Testing and proofing

Unless otherwise provided in this proposal, EPIC will exercise commercially reasonable efforts to test and proof all deliverables and to make all necessary corrections prior to providing deliverables to client.

Acceptance

Unless otherwise provided in this proposal, client will have 30 days to notify EPIC of any failure of any approved deliverables to comply with the specifications set forth in the proposal, or of any other objections, corrections, changes, or amendments client wishes made to such deliverable. Any and all objections, corrections, changes, or amendments are subject to the terms and conditions in this proposal. In the absence of such notice from client, the deliverables shall be deemed accepted.

Valid Dates

Unless otherwise provided in this proposal, these cost estimates are valid for 30 days from date of proposal.

QUESTIONS?

Karissa Beimborn

Senior Account Manager

262.490.7113 mobile

kbeimborn@epiccreative.com

EPIC CREATIVE®

Health and Human Services Committee

AGENDA INFORMATION SHEET

AGENDA DATE: March 28, 2023
DEPARTMENT: Administrator
DIRECTOR: Jason Dzwinel
PREPARER: Jason Dzwinel

Agenda Summary Update to the CBRF Market Assessment Dated August 23, 2019

BACKGROUND INFORMATION: The County Administrator has requested a proposal to update to CliftonLarsonAllen LLP's CBRF Market Assessment dated August 23, 2019.

ANALYSIS: The original Market Assessment determined that:

- In 2019, seniors (persons age 65+) totaled 16,545 persons, an increase of 3,981 persons or 32% from 2000.
- An overall increase of 2,287 seniors 14% is projected for 2024 from 2019.
- The largest projected growth from 2019 to 2024 is among seniors age 65-to-74, not a key market for senior housing with services.
- Seniors age 75+ are projected to increase by 407 persons overall, or 6% from 2019 to 2024.

The table below summarizes the findings from the CliftonLarsonAllen LLP's CBRF Market Assessment dated August 23, 2019.

ESTIMATED CBRF DEMAND FROM 2019 MARKET ANALYSIS

ASSISTED LIVING SENIOR HOUSING			
Rents starting at...	2019	2022	2024
\$5,000/Month in 2019 dollars	98	106	111
\$5,750/Month in 2019 dollars	69	74	77
\$6,500/Month in 2019 dollars	41	48	54
MEMORY CARE			
Rents starting at...	2019	2022	2024
\$6,000/Month in 2019 dollars	19	28	33
\$7,000/Month in 2019 dollars	11	20	25

Source: CliftonLarsonAllen LLP

The goal of the market analysis is to further quantify the risk for the development of a 24 bed CBRF Facility on the Lasata Campus. The 2019 analysis was a "pre-COVID" measure. Although, the 2019 Market Analysis demonstrated growth in the Ozaukee County population cohorts most likely to seek a community based CBRF facility to more than 75 at the highest

rental rates it does not account for the construction of new facilities within 10 miles of the Lasata Campus or changes in rental rates.

The update time line is approximately one month.

The policy question before the committee is the level of comfort with the 2019 analysis enough to move forward with the process to set aside the \$4.5 million and take the next steps in planning to develop at CBRF on the Lasata Campus or should the county expend \$10,000 to update the assessment of the local market?

FISCAL IMPACT: \$10,000 plus travel expenses up to \$11,000

RECOMMENDED MOTION: Authorize the County Administrator to execute the Letter of Engagement with CliftonLarsonAllen LLP to update the Market Assessment dated August 23, 2019.

ATTACHMENTS:

- Lasata Market Assessment 2023 Update Engagement Letter-Final (002) (PDF)

HEALTH AND HUMAN SERVICES COMMITTEE



CliftonLarsonAllen LLP
10401 West Innovation Drive, Suite 300
Wauwatosa, WI 53226

phone 414-476-1880 fax 414-476-7286
CLAconnect.com

March 9, 2023

Jason Dzwinel, County Administrator
Ozaukee County
121 W. Main Street
Port Washington, WI 53074

Dear Jason:

We are pleased to present an outline of the consulting services CliftonLarsonAllen LLP ("CLA," "we," "us," and "our") will provide to Lasata Senior Living Campus ("Lasata Senior Living," "Lasata," "you," "your," or the "organization") regarding the current and potential demand for senior housing at your existing campus in Cedarburg, Wisconsin (the "Subject Site"). If it meets with your approval, this letter will serve as an agreement made by and between CLA and Lasata Senior Living.

Objectives

It is our understanding that you would like an update to the Market Assessment dated August 23, 2019 for Lasata Senior Living in Cedarburg, Wisconsin. This would include market research to understand the potential demand for senior housing units (including community based residential facility ("CBRF") assisted living and memory care assisted living). You have identified the following objectives for this engagement:

1. Understand demographic trends of the senior population in the primary market area ("PMA").
2. Obtain an estimate of the market potential for CBRF assisted living and memory care assisted living in the defined PMA.

We will perform the engagement in accordance with the Statement on Standards for Consulting Services issued by the American Institute of Certified Public Accountants.

Approach

Our approach emphasizes active involvement by management throughout the process. We are proposing a market assessment. The market assessment is not suitable for financing or submittal to government agencies and is for your internal use only. A full Market Feasibility Study would be required for use in financing a project.

Process Outline – Market Assessment

1. Primary Market Area Definition
 - CLA will utilize the previously defined PMA from the 2019 study.
 - Provide a map showing the location of the PMA.

2. Demographic Update

- Update data on senior (age 65-and-over) population and household growth trends in the PMA through 2028, by age group within the senior cohort (age 65-to-74, age 75-to-84 and age 85-and-over).
- Update data on senior household incomes in the PMA, by age group, for 2023 and 2028.
- Update data on senior household tenure (owner/renter status) by age group, for 2023.
- Update data on housing values in the PMA through secondary sources.

3. Competitive Market Review

- Via telephone interviews and other secondary research, gather data on existing CBRF assisted living and memory care assisted living communities in the PMA, including:
 - Sponsorship and for-profit/non-profit status
 - Location and year opened
 - Number of units, by level of care
 - Unit mix, sizes and rents
 - Service package and fees, and
 - Occupancy levels
- Inventory pending senior housing product in the PMA through interviews with local planning officials and industry contracts; assess the future impact on the demand for CBRF assisted living and memory care assisted living in the PMA; and
- Provide a map of the existing and proposed CBRF assisted living and memory care assisted living communities in the PMA.

4. Demand Analysis and Recommendations

- Update demand in the PMA to 2028 using three rent levels: two for CBRF assisted living and one for memory care assisted living.
- Provide observations on the market based on the demand estimates.

Client information requirements

Lasata agrees it is solely responsible for the accuracy, completeness, and reliability of all of the data and information that it provides CLA for our engagement.

Management responsibilities

For all nonattest services we may provide to Lasata, including these consulting services, Lasata agree to assume all management responsibilities; oversee the services by designating an individual, preferably within senior management, who possesses suitable skill, knowledge, and/or experience to understand and oversee the services; evaluate the adequacy and results of the services; and accept responsibility for the results of the services.

Deliverables

We will maintain ongoing communication with the liaison assigned to work closely with us, regarding the status of our progress throughout this engagement. In addition, we will deliver a final report in PowerPoint format that will summarize our findings, observations, and any recommendations that we may have.

Timing

CLA will complete a draft report within 45-60 days of receipt of the signed contract in the offices of CLA, unless delayed by unexpected emergencies, forces beyond the control of the parties or by written agreement of the parties.

Personnel

Our firm has adopted a team approach to client service, which means that CLA will provide Lasata with a team of people who have the relevant knowledge and experience to perform the work plan outlined above. Michael Peer is the Engagement Principal for this Market Assessment engagement. Cindy Schroer will lead the Market Assessment engagement which includes being the primary contact and project management. Other CLA consultants may also perform roles necessary to fulfill the requirements of the engagement.

Scope of agreement

This agreement applies to all aspects of our relationship and to any other or additional services CLA may render to Lasata at any time, unless they are covered by a separate written agreement that Lasata and CLA both sign.

Professional fees

Professional fees for the scope of services described under the Approach will be completed for \$10,000, assuming the PMA from the previous study. Direct expenses (such as travel, demographic, mapping and real estate data purchases, etc.) will be billed in addition to the above professional fee and are estimated at approximately five percent of the professional fee. We will also add a technology and client support fee of five percent of all professional fees billed.

CLA can provide a draft or final presentation meeting at CLA's offices, by web-based session, or in-person at a location of your choosing for an additional fee that would be billed based on the time involved and the degree of responsibility and skills required and expenses (including internal and administrative charges) plus a technology and client support fee of five percent of all professional fees billed.

Fees and reimbursements will be due and payable throughout the project, following Lasata's receipt of an invoice from CLA. Compensation for services is due within thirty (30) days of the mailing of our bill. Finance charges of one and one-quarter percent (1.25%) per month will be added to any past due amounts. CLA has the right to immediately terminate our services if payment for our fees or costs is not made to us in a timely manner. In the event any collection action is required to collect unpaid balances due us, reasonable attorney fees and expenses shall be recoverable. In the event CLA's services are terminated for whatever reason during the project, Lasata will promptly compensate CLA for all professional services rendered and reimbursements due up to the point of termination.

In the event CLA's services are terminated for whatever reason during the engagement, Lasata will promptly compensate CLA for all professional services rendered and reimbursements due up to the point of termination.

Lasata also agrees to compensate us for any time and expenses, including time and expenses of legal counsel, we may incur in responding to discovery requests or participating as a witness or otherwise in any legal, regulatory, or other proceedings that we are asked to respond to on Lasata's behalf.

Limitation of remedies

Our role is strictly limited to the tasks and projects described in this letter, and we offer no assurance as to the results or ultimate outcomes of this engagement or of any decisions that Lasata may make based upon our communications with, or our reports to, Lasata. Lasata will be solely responsible for making all decisions concerning the contents of our communications and reports, for the adoption of any plans, and for implementing any plans Lasata may develop, including any that we may discuss with Lasata. CLA has no duty to ensure that Lasata's accounting, billing, or compliance practices, systems, or reports comply with applicable laws or regulations, all of which remain Lasata's sole responsibility.

Lasata agrees that it is appropriate to limit the liability of CLA, its partners, principals, directors, officers, employees, and agents ("we" or "us") and that this limitation of remedies provision is governed by the laws of the state of Minnesota, without giving effect to choice of law principles.

Lasata further agrees that Lasata will not hold us liable for any claim, cost, or damage, whether based on warranty, tort, contract, or other law, arising from or related to this agreement, the services provided under this agreement, the work product, or for any deliverables, plans, actions, or results of this engagement, except to the extent authorized by this agreement. In no event shall we be liable to Lasata for any indirect, special, incidental, consequential, punitive, or exemplary damages, or for loss of profits or loss of goodwill, costs, or attorneys' fees.

The exclusive remedy available to Lasata shall be the right to pursue claims for actual damages that are directly caused by acts or omissions that are breaches by us of our duties under this agreement, but any recovery on any such claims shall not exceed the fees actually paid under this agreement by Lasata to CLA.

Time limitation

The nature of our services makes it difficult, with the passage of time, to gather and present evidence that fully and fairly establishes the facts underlying any dispute that may arise between Lasata and any CLA party. The parties (Lasata and CLA) agree that, notwithstanding any statute or law of limitations that might otherwise apply to a dispute, including one arising out of this agreement or the services performed under this agreement, for breach of contract or fiduciary duty, tort, fraud, misrepresentation or any other cause of action or remedy, any action or legal proceeding by Lasata against any CLA party must be commenced as provided below, or Lasata shall be forever barred from commencing a lawsuit and from obtaining legal or equitable relief or recovery. An action to recover on a dispute shall be commenced within the shorter of the following limitation periods:

- Within twelve (12) months from the date of our last billing for services performed under this engagement letter, or
- Within twelve (12) months after the termination of either this agreement or the organization's ongoing relationship with CLA by either of us and for any reason.

These limitation periods apply and begin to run even if the organization has not suffered any damage or loss, or has not become aware of the existence or possible existence of a dispute.

Confidentiality and restricted use of information

CLA will hold the information supplied by Lasata to us in confidence and CLA will not disclose it to any other person or party, unless Lasata authorizes us to do so, it is published or released by Lasata, it becomes publicly known or available other than through disclosure by us, or disclosure is required by law. This confidentiality provision does not prohibit us from disclosing Lasata's information to one or more of our affiliated companies in order to provide services that Lasata have requested from us or from any such affiliated company. Any such affiliated company shall be subject to the same restrictions on the use and disclosure of Lasata's information as apply to us.

The organization agrees any reports or deliverables CLA provides to the organization are only for the internal use of the organization's management. They may not be distributed to any other person or party, for any purpose, without our prior written consent. The organization further agrees to hold any information, reports, or deliverables that CLA provides to the organization in confidence and agrees that the organization will not disclose such to any other person or party, unless CLA authorizes the organization to do so, it is published or released by us, or it becomes then publicly known or available other than through disclosure by the organization.

Legal compliance

The organization agrees to assume sole responsibility for full compliance with all applicable federal and state laws, rules or regulations, and reporting obligations that apply to the organization or the organization's business, including the accuracy and lawfulness of any reports the organization submits to any government regulator, authority, or entity. The organization also agrees to be solely responsible for providing legally sufficient substantiation, evidence, or support for any reports or information supplied by the organization to any governmental or regulatory body, or for any insurance reimbursement in the event that the organization is requested to do so by any lawful authority. CLA, its successors, affiliates, officers, and employees do not assume or undertake any duty to perform or to be responsible in any way for any such duties, requirements, or obligations.

Record retention

Our working papers, including any copies of Lasata records that we chose to make, are our property and will be retained by us in accordance with our established records retention policy. This policy states, in general, that we will retain our working papers for a period of seven years. After this period expires, our working papers and files will be destroyed. Furthermore, physical deterioration or catastrophic events may shorten the time our records are available. The working papers and files of our firm are not a substitute for the organization's records.

In accordance with Section 1861(v)(1) of the Social Security Act, the Secretary and Comptroller General have access, upon request, to the contract and to the books, documents, and records of CLA that are necessary to verify the nature and extent of the costs of services furnished under this contract. This will remain applicable until the expiration of four years after the services furnished under this contract.

Other

This agreement will remain in effect until it is terminated by either party on thirty (30) days written notice, with or without cause. In the event of termination, the terms of this agreement shall survive and remain in effect.

Any notices under this agreement shall be sent to Lasata at the address noted above and to us at:

CliftonLarsonAllen LLP
Attn: Michael Peer
10401 W Innovation Drive, Suite 300
Wauwatosa, WI 53226

The objective of this engagement is to collect and analyze as much data on the market as outlined in the Approach section of this letter. CLA assumes no responsibility for matters legal in character. Certain information and statistics to be contained in the consulting report, which are the basis for the observations and conclusions to be contained in the report, will be provided by other independent sources. While we believe this information will be reliable, it will not be independently verified by us and we assume no responsibility for its accuracy. The conclusions in the consulting report will be based on our best judgments as market research consultants. CLA disclaims any express or implied warranty of assurance or representation that the projections or conclusions will be realized as stated. The results of the consulting report may be achieved, but may also vary due to changing market conditions, changes in facts that were the basis of the conclusions in the report or other unforeseen circumstances.

Agreement

CLA appreciates the opportunity to assist Lasata and believes that this letter accurately summarizes the terms of our engagement. If Lasata has any questions, please feel free to contact us.

If Lasata agrees with the terms of this engagement as described in this letter, please sign the enclosed copy and return it to us. By returning this letter of engagement, Lasata is authorizing us to commence our services outlined in this engagement letter.

Sincerely,

CliftonLarsonAllen LLP



Michael Peer, CPA Principal
414-721-7580
michael.peer@claconnect.com

Lasata Senior Living Campus
March 9, 2023
Page 7

Acceptance and acknowledgement

I acknowledge that the terms of this agreement accurately state our understanding with CLA, and agree to be bound by them.

Lasata Senior Living Campus

By:

Signature

Date:

Printed Name

Title

Health and Human Services Committee**AGENDA INFORMATION SHEET**

AGENDA DATE:	March 28, 2023
DEPARTMENT:	Lasata Campus
DIRECTOR:	Jason Dzwinel
PREPARER:	Christine Kuemmerlein

Agenda Summary Lasata Campus Monthly Reports

ATTACHMENTS:

- Lasata Mgt and Financial Report (PDF)

HEALTH AND HUMAN SERVICES COMMITTEE

Lasata Care Center

February 2023 Monthly Report

Chris Kuemmerlein

Payor Mix Days	Current Month Actual AVG	YTD actual AVG	Budget
Medicare/MC	9	8	20
Private	23	23	24
Medicaid	38	38	52
Total	70	69	96

Payor Mix	Current Month Actual	YTD actual	Budget
Medicare/MC	13%	13%	22%
Private	33%	32%	25%
Medicaid	54%	55%	54%

Organization and Operations Focus**Staffing/employee**

Recruitment efforts continue

Regulatory Updates

Continuing to prepare for our annual state survey

Campus Projects and initiatives:**Campus Financials:**

Campus reports

Preparing T19 and T18 2022 Cost Reports

Attachment: Lasata Mgt and Financial Report (Lasata Campus Monthly Reports)

LASATA HEIGHTS MONTHLY REPORT**February 2023****Kristen Sonnenberg, Director of Senior Apartments****Census:**

- February census – 39
 - Admissions
 - There are 5 apartments rented for March (115, 117, 219, 201, 313, 314)
 - There are 2 apartments rented for April (103, 220)
 - There 3 apartments rented for 5/1 (113, 204, 213)
 - This leaves 10 apartments still available to rent
 - Discharges
 - 1 Tenant has moved to LCC
- There were 8 tours in the month of February.
 - 1 tour submitted an application and chose an apartment for March move in
 - Two tours looked at the 2-bedroom 2 bath, for future
 - 1 tour returned for a second tour to show her daughter-in-law
 - 1 tour went on the waiting list for the C apartment
 - 1 tour is looking to relocate her mother from Manitowoc for the fall
 - 1 tour was two friends looking for the future
 - 1 tour was looking for grandparents to relocate them closer to her in Cedarburg- application submitted for a May move in date.
- Waiting List- 13 applicants on the waiting list:
 - 6 applicants are not ready to move in and would like to remain on the list
 - 7 applicants are waiting for a C apartment, which we do not currently have available
- New Carpet for common areas installation began 3/7 and will take approximately 1 month.
- All new furniture has arrived and will be placed once carpet installation is complete
- New lighting in lobby and hallways has been installed, waiting on 1st floor north lights to arrive, and touch up paint is needed around new fixtures.
- Tenant referral program- two applicants listed current Tenants as how they were referred
- ADRC has a scheduled 5-week workshop “Stepping ON” for March open to the community, 20 community residents scheduled to attend
- Attending monthly Oz County Networking Meeting (Oz County Networking Event scheduled to be hosted by Lasata on 5/5 with a Cinco de Mayo theme)
- Sponsored and attended Cedarburg Senior Center Bingo February 20th

February 2023

Submitted by: Laurel Bath

- **Census:** At the end of February, the total census is 42. The group consists of 38 tenants paying privately, 4 are utilizing Family Care.
- **Admission/Discharges in December:**
 - 6 Tours were done in February; with 6 applications submitted with March move in dates yet to be determined for 3 of them. 1 is looking to move in in May. 2 applicants, a couple from Fond Du Lac unfortunately could not move in due to their cognition and it was recommended they look at a CBRF.
 - Discharges:
 - There were 2 discharges in February. One moved to a CBRF and the other moved to Lasata Care Center.
 - Admissions:
 - There were 2 admissions for February.

Open Staff Positions:

- **AM Shift:** We have 2 very PT every other weekend positions
 - 1-8 hours/week and 1-16 hours/week openings
- **PM Shift:** There are no PM shift openings
- **NOC shift:** There is one part time opening on Night Shift as one of the staff wants to come back to days.
- **Waiting List:**
- There are 15 individuals on the waiting list for Family Care Studio apartments.
- There are 21 individuals (this includes 2 couples) on our waiting list for one- and two-bedroom apartments; 11 of these are on the inactive list.
 - *Wait List: Application and \$500 fee (refundable) on file*
 - *Inactive List: Name on list; application complete and refundable fee on file but they prefer we not contact them.*
 - *Current residents and tenants on campus do not submit a waitlist fee.*
- **Miscellaneous**
 - **Visiting:** We are Open to visitors. Visitors and Employees are no longer required to complete the screening at the entrance nor wear masks in the building.

Ozaukee County Committee Report
Enterprise Fund Lasata Care Center
 For the Two Months Ending Tuesday, February 28, 2023
 Profit and Loss Statement ACTUAL TO AMENDED BUDGET

	Current Month Actual	2023 YTD Actual	2023 Amended Budget	Budget Balance	% Budget YTD
Revenues					
Public Charges for Services	\$806,960	\$1,687,650	\$11,931,249	\$10,243,599	14.14%
Interest Revenue	\$3	\$3	-	(\$3)	0.00%
Other Revenue	\$11,183	\$41,017	\$1,459,650	\$1,418,633	2.81%
Total Revenues	\$818,146	\$1,728,670	\$13,390,899	\$11,662,229	12.91%
Expenditures					
Salaries	\$439,635	\$672,857	\$6,863,038	\$6,190,181	9.80%
Fringe Benefits	\$134,252	\$317,669	\$2,643,054	\$2,325,385	12.02%
Travel/Training	-	\$602	\$10,000	\$9,398	6.02%
Supplies	\$20,943	\$54,193	\$513,050	\$458,857	10.56%
Purchased Services	\$143,823	\$360,706	\$1,962,890	\$1,602,184	18.38%
Interdepartment Charges	\$21,176	\$42,664	\$513,248	\$470,584	8.31%
Depreciation	-	-	\$828,000	\$828,000	0.00%
Debt Service	-	-	\$126,800	\$126,800	0.00%
Other Expenses	\$46,694	\$147,111	\$714,328	\$567,217	20.59%
Total Operating Expenditures	\$806,523	\$1,595,802	\$14,174,408	\$12,578,606	11.26%
Capital Outlay					
Equipment & Furniture	\$1,805	\$1,805	\$90,000	\$88,195	2.01%
Buildings & Land	-	\$1,285	\$45,000	\$43,715	2.86%
Contra	-	-	(\$135,000)	(\$135,000)	0.00%
Total Capital Outlay	\$1,805	\$3,090	-	(\$3,090)	0.00%
Total Expenditures	\$808,328	\$1,598,892	\$14,174,408	\$12,575,516	11.28%
Other Finance (Sources)	(\$65,292)	(\$130,585)	(\$783,509)	(\$652,924)	16.67%
Net Other Financing Sources/Uses	(\$65,292)	(\$130,585)	(\$783,509)	(\$652,924)	16.67%
Net Increase (Decrease)	\$75,110	\$260,363	-	(\$260,363)	0.00%

Equity:

Attachment: Lasata Mgt and Financial Report (Lasata Campus Monthly Reports)

Ozaukee County Committee Report
Enterprise Fund Lasata Heights
For the Two Months Ending Tuesday, February 28, 2023
Profit and Loss Statement ACTUAL TO AMENDED BUDGET

	Current Month Actual	2023 YTD Actual	2023 Amended Budget	Budget Balance	% Budget YTD
Revenues					
Intergovernmental Revenues	-	(\$25,000)	-	\$25,000	0.00%
Public Charges for Services	\$67,223	\$137,258	\$849,659	\$712,401	16.15%
Other Revenue	\$1,245	\$1,322	\$1,000	(\$322)	132.20%
Total Revenues	\$68,468	\$113,580	\$850,659	\$737,079	13.35%
Expenditures					
Salaries	\$21,264	\$32,400	\$241,206	\$208,806	13.43%
Fringe Benefits	\$10,217	\$24,042	\$111,925	\$87,883	21.48%
Travel/Training	-	-	\$1,000	\$1,000	0.00%
Supplies	\$170	\$248	\$56,000	\$55,752	0.44%
Purchased Services	\$19,474	\$34,404	\$154,549	\$120,145	22.26%
Interdepartment Charges	\$1,008	\$2,186	\$15,492	\$13,306	14.11%
Depreciation	-	-	\$223,000	\$223,000	0.00%
Other Expenses	\$1,648	\$6,384	\$47,486	\$41,102	13.44%
Total Operating Expenditures	\$53,781	\$99,664	\$850,658	\$750,994	11.72%
Capital Outlay					
Equipment & Furniture	\$86,060	\$86,060	-	(\$86,060)	0.00%
Buildings & Land	-	\$50,475	\$75,000	\$24,525	67.30%
Contra	-	-	(\$75,000)	(\$75,000)	0.00%
Total Capital Outlay	\$86,060	\$136,535	-	(\$136,535)	0.00%
Total Expenditures	\$139,841	\$236,199	\$850,658	\$614,459	27.77%
					-
Net Increase (Decrease)	(\$71,373)	(\$122,619)	\$1	\$122,620	0.00%

Equity:

Attachment: Lasata Mgt and Financial Report (Lasata Campus Monthly Reports)

Ozaukee County Committee Report
Enterprise Fund Lasata RCAC
For the Two Months Ending Tuesday, February 28, 2023
Profit and Loss Statement ACTUAL TO AMENDED BUDGET

	Current Month Actual	2023 YTD Actual	2023 Amended Budget	Budget Balance	% Budget YTD
Revenues					
Public Charges for Services	\$193,748	\$398,295	\$3,594,525	\$3,196,230	11.08%
Other Revenue	\$557	\$693	\$2,000	\$1,307	34.65%
Total Revenues	\$194,305	\$398,988	\$3,596,525	\$3,197,537	11.09%
Expenditures					
Salaries	\$85,813	\$131,864	\$1,210,066	\$1,078,202	10.90%
Fringe Benefits	\$26,464	\$60,126	\$397,718	\$337,592	15.12%
Travel/Training	-	-	\$1,000	\$1,000	0.00%
Supplies	\$5,954	\$19,091	\$171,000	\$151,909	11.16%
Purchased Services	\$38,230	\$58,467	\$332,376	\$273,909	17.59%
Interdepartment Charges	\$4,175	\$8,521	\$56,051	\$47,530	15.20%
Depreciation	-	-	\$365,900	\$365,900	0.00%
Debt Service	-	-	\$173,425	\$173,425	0.00%
Other Expenses	\$1,609	\$11,748	\$105,478	\$93,730	11.14%
Total Operating Expenditures	\$162,245	\$289,817	\$2,813,014	\$2,523,197	10.30%
Capital Outlay					
Equipment & Furniture	-	-	\$15,000	\$15,000	0.00%
Buildings & Land	-	\$7,507	\$5,000	(\$2,507)	150.14%
Contra	-	-	(\$20,000)	(\$20,000)	0.00%
Total Capital Outlay	-	\$7,507	-	(\$7,507)	0.00%
Total Expenditures	\$162,245	\$297,324	\$2,813,014	\$2,515,690	10.57%
Other Finance Uses	\$65,292	\$130,585	\$783,509	\$652,924	16.67%
Net Other Financing Sources/Uses	\$65,292	\$130,585	\$783,509	\$652,924	16.67%
					-
Net Increase (Decrease)	(\$33,232)	(\$28,921)	\$2	\$28,923	1446050 .00%

Equity:

Attachment: Lasata Mgt and Financial Report (Lasata Campus Monthly Reports)