

**STATE OF WISCONSIN
BOARD ON AGING AND LONG TERM CARE
BOARD MEETING
Wednesday, February 4, 2026
9:30 A.M.
Virtual-Only Via Microsoft Teams**

Members Present: Dr. Marianne Bloch Mary Bouche Jackie Gordon
Abigail Lowery Dr. Valerie Palarski Dr. Dale Taylor

Staff Present: Jessica Trudell Kristen Johnson Jenna Helminski Juve
Nick Lutes Rachel Selking Becky Mulhern
Jenny Novey Carol Chapin

Guests Present: N/A

1. Welcome and Call to Order

Chair Dr. Valerie Palarski called the meeting to order at 9:31 am. It was noted that this meeting was properly noticed under the Open Meetings Notice Law. Board members and staff completed introductions.

2. Election of Board Officers

Ms. Lowery nominated Dr. Palarski as Chairperson. M/S/C (Lowery/Bouche)
Ms. Bouche nominated Ms. Lowery as Vice Chairperson. M/S/C (Bouche/Taylor)
Dr. Taylor nominated Ms. Bouche as Secretary. M/S/C (Taylor/Lowery)
The Board approved all nominations unanimously.

3. Change to Agenda

There were no changes to the agenda.

4. Approval of Agenda

The agenda was approved as submitted. M/S/C (Lowery/Gordon)

5. Approval of Minutes from October 29, 2025

The minutes from the October 29, 2025 Board Meeting were approved as presented.
M/S/C (Taylor/Gordon)

6. Four Futures of Aging and Reflections on Envision Strategic Foresight Training –

Kristen Johson, Counsel to the Board, and Jessica Trudell, Executive Director

Attorney Johnson and Ms. Trudell presented an overview of their experience at Envision Greater Green Bay's Strategic Foresight Training. They explained how the training equipped them to use strategic foresight as a tool for exploring multiple plausible futures related to long-term care in Wisconsin.

After sharing some background on strategic foresight, Attorney Johnson and Ms. Trudell demonstrated how they used a 2x2 uncertainty matrix based on two critical, unpredictable factors – workforce stability and technology adoption – to identify how long-term care may look in the future. They discussed what impact each of four plausible futures would have and how the agency would need to prepare to successfully meet the challenges brought by each scenario. They concluded their presentation by describing how they are continuing to use strategic foresight in developing advocacy framework, identifying signals and trends within long-term care, and equipping staff to respond to potential futures involving high adoption of new technology.

Following the presentation, there was a discussion on potential to share the presentation, including at upcoming conferences and with legislators as a way to open up dialogue related to the future of aging in Wisconsin. Ms. Trudell and Attorney Johnson were also asked to clarify recent senior cohousing trends related to one of the potential futures identified in the uncertainty matrix.

7. Discussion and Possible Action on Development of Advocacy Framework

Ms. Trudell reviewed an advocacy framework outline and explained the purpose for creating the framework. She described how the framework would guide systems-level advocacy work and identify priorities for the upcoming year. The framework would also allow the agency to respond effectively to fast-moving legislative and policy changes.

There was a discussion on whether this advocacy framework would be used internally or shared with the public. Ms. Trudell clarified that the framework would be shared publicly. She explained that the goal of the framework is to ensure that the priorities of the agency and the Board are aligned and visible to the public.

The request to proceed with the development of an advocacy framework was approved as presented. M/S/C (Gordon/Bouche)

8. Medigap Helpline Program Updates – *Nick Lutes, Medigap Helpline Services Supervisor*

Mr. Lutes provided an update on the Medigap program, including Medigap helpline data reporting, education and outreach, and Medicare and related insurance trends. He reported that call volumes continue to remain high. Mr. Lutes reviewed improvements in data entry, the intake process, outgoing mail, and plan review. All staff have now received training and are able to access the ForwardHealth Partner Portal, and he anticipates having more updates on how that has impacted efficiency later this year.

Following his presentation, Mr. Lutes was asked if the program anticipated more efficiencies in data reporting by using AI or other technology. He explained that the Medigap program does not have a lot of control over the forms and assessments that clients need to complete, but he has received some creative ideas from staff on how to use technology to improve the intake process.

9. Long Term Care Ombudsman Program Updates – *Jenna Helminski Juve, State Long Term Care Ombudsman*

Ms. Helminski Juve shared updates on operations, casework and complaint trends, facility monitoring, and upcoming action items for the Ombudsman Program. She described the program's rebalancing initiative and recruitment efforts for the Veterans Ombudsman Specialist position, and she introduced the program's part-time Policy Intern who started in January. Ms. Helminski Juve presented updates on casework and complaint trends and announced that the program has completed the Older Americans Act Performance System (OAAPS) report for Federal Fiscal Year 2025.

Ms. Helminski Juve additionally provided updates on the Ombudsman Volunteer Program. She shared that the program's name has changed from the Volunteer Ombudsman Program to the Ombudsman Volunteer Program, and volunteers are now called Volunteer Advocates. She also reminded the Board of the new Resident Advocacy Specialist position, funded by a grant from the Inclusa Foundation.

10. Legislative and Legal Update – *Kristen Johnson, Counsel to the Board*

Attorney Johnson updated the board on her efforts in supporting and advising the programs and the Executive Director. She shared updates on the status of relevant state and federal bills, including Assembly Bill 418/Senate Bill 417, Assembly Bill

598/Senate Bill 578, and Assembly Bill 798/Senate Bill 795. Following her presentation, there was a brief discussion on a recent lawsuit (Texas v. Kennedy) challenging updated federal regulations of Section 504 of the Rehabilitation Act.

11. Administrative & Executive Report – *Jessica Trudell, Executive Director*

Ms. Trudell presented an update on agency operations, the state and federal budget, and recent advocacy work. She reviewed the agency's 3-year operational roadmap and shared updates regarding board membership, staffing, her attendance at the Wisconsin Owns Wellbeing (WOW) summit, and the Elder Services Task Force. Ms. Trudell also announced that conflict of interest forms will be sent to board members to complete later this month.

12. Comments from the Public

Chair Dr. Valerie Palarski called for public comments. There were no comments from members of the public.

13. Board Business – *Dr. Valerie Palarski, Chair*

- **Other topics or presenters Board members would like at future meetings**
There were no future topics or presenters proposed.

- **Other issues to come before the Chair**
There were no other issues to come before the Chair.

- **Next meeting dates**
May 13, August 12, and November 11

12. Adjournment

Meeting adjourned at 11:42 a.m. M/S/C (Lowery/Bouche)

Respectfully submitted,
Jenny Novey, Recorder