



www.bayaging.org

Board Notes

Nov - Dec 2025

Program activities shown in this publication reflect the Bay Aging strategic plan and indicate staff is meeting their program's strategic goals.

In the spirit of advocacy, please share Board Notes with Boards of Supervisors, the community, civic groups and others who are interested in community affairs.

Kathy E. Vesley
President / CEO



November is **National Family Caregivers Month**.

Celebrated every November, National Family Caregivers Month recognizes and honors family caregivers across the country, offering an opportunity to raise awareness of caregiving issues, educate communities, and increase caregiver support.

This year's theme, *Plug-in to Care*, centers around connection - helping caregivers easily "plug-in" to vital tools, networks, and resources.

CaregiverAction.org/nfc2025

Essex Triad Senior Health & Safety Fair



The Essex Triad provided over 100 attendees on October 31, with information on essential resources available in their county. **One attendee who cares for her Veteran husband with dementia had no idea so many resources were in the area.** She was in tears, as she thanked us for sharing and relayed how isolated she was feeling. **She has signed up for several Bay Aging services**, such as Meals on Wheels, the GUIDE program, and Caregiver Support.

Pictured above (from left): Mary Arthur, Lead Options Counselor; Keynote Speaker Dr. Gigi Amateau, VCU Gerontology; Jean Duggan, VICAP Specialist, and Princess Wise, Bay Transit.

Jessie Ball duPont Fund Offers Matching Opportunity for 2025 Giving Season

The Jessie Ball duPont Fund **will boost qualifying ONLINE donations**, up to \$10,000, made to Bay Aging **during November and December**. Matching begins once we reach \$7,000 in qualifying online donations.

- Qualified donations will be boosted in a 7:1 match. For every \$70 gift, our campaign receives an extra \$10 in match funding.
- Donations must be made online by an individual.
- Make as many donations as you wish, up to \$500 each. If you wish to donate more than \$500, please break your donation into multiple transactions to gain the full match.

Visit BayAging.org/Match for program details and to DONATE.



Health

Home Care / Adult Day Center / Care Coordination (NCQA)

Home Care leadership and the **Adult Day Center** collaborated to help Mathews Department of Social Services (DSS) assist a client in crisis.

The team worked to find a stable, supportive solution for an elderly woman who was incapable of living alone after the death of her son.

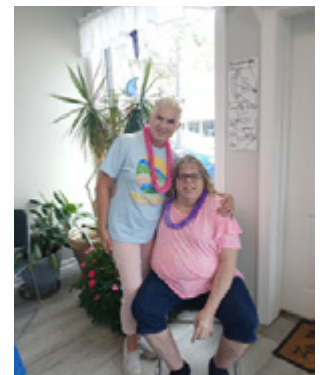
Mathews DSS sent the following message of appreciation to Director of Health Services, Tiffany Robins, RN and Bay Aging Staff.

“When there is an emergency in the county Bay Aging always steps up! You all are amazing! . . . I genuinely appreciate the community collaboration that your agency has always provided to Mathews County. You all are blessings to every Department of Social Services in the Commonwealth of Virginia. I have never, ever, heard you all say no to a difficult situation. That’s why you all are always my first call in a crisis.”

– Mathews Department of Social Services



Participants from the **Gloucester Adult Day Center (GADC)** teamed up with the **Gloucester Active Lifestyle Center (ALC)** for the first **Fellowship Funday!** GADC Director Suzanne Blanks and Gloucester ALC Manager Joedey Bell joined together to present a day full of exciting events for participants and clients of both centers.



Aide of the Month



The **Home Care Department** recognizes Tiauna Taylor and Sheila Owens for their superior service and dedication to clients.

Tiauna Taylor - September
Sheila Owens - October

Success Stories

- The NCQA Care Coordinator **assisted a client with filing an appeal** with Medicaid because of being declined approval for waiver of Personal Care Services per screening assessment. **The client was rescreened after the appeal and approved for personal care services.**
- The NCQA Care Coordinator assisted a client with **poor pain management** related to his advancing condition to **receive a referral for Palliative care** for better pain management.
- The NCQA Care Coordinator **worked with the daughter of a participant** approved for Medicaid personal care **on a course of action to clear up an issue** on her criminal background record **prohibiting her from being hired for Consumer Directed Care.**

Health

VAAACares® – Care Management

Community-based organizations (CBOs) like VAAACares® are uniquely positioned to understand Medicaid members' needs and provide responsive health and social care.

As states pursue strategies to improve health outcomes, partnerships with CBOs are becoming increasingly important. **VAAACares®**, Virginia's Community Care Hub, **contracts with Medicaid managed care organizations (MCOs) to coordinate referrals and deliver services.**

The **Virginia Department of Medical Assistance Services (DMAS)**, the state agency that administers Medicaid and other health care programs, **recently announced the five approved Cardinal Care Managed Care Organizations:**

- Aetna Better Health of VA
- Anthem HealthKeepers Plus
- Sentara Health Plan
- United Healthcare Community Plan
- (NEW) Humana Healthy Horizons of Virginia

MCO contract negotiations are complete, and most MCOs await final details from Congress and Centers for Medicare & Medicaid Services (CMS). VAAACares® procured the following outcomes:

Transitional Care Support Program - a 30-day Health Coaching Program to educate, assist, and support MCO members to reduce readmissions and emergency department utilizations. **Health Coaches assist members with** medication review, PCP appointments, meal delivery, discharge assessments, and post-hospitalization support.

**Statewide
1,100 Unique Member Referrals
processed monthly**

Transitional Care Coordination Program, a new MCO contract, went live October 1 in Tidewater. Similar to Health Coaching, Transitional Care Coordinators assist MCO care managers as Members transition through in-patient hospitalizations to develop or modify Care Plans, complete transitional assessments, and follow-up appointments ensuring a safe and successful transition back into community-based living.

**Over 40 Referrals
received during first month of
go-live in October**

VAAACares® / GUIDE Model

Bay Aging and Bay Health Solutions (a partnership between Bay Aging and Peninsula Agency on Aging) are currently implementing the GUIDE Model program. The program combines clinical and social interventions to promote wellbeing of individuals living with dementia and their caregivers and will receive reimbursement for services through Medicare Part B.

Implementation remains ongoing and progressive. **The team successfully aligned the first patient in the Model** and is working to obtain consent and determine eligibility for other interested individuals.



Westmoreland Active Lifestyle Center clients present their completed wreaths from the **Fall Craft project.**

Health

Veteran Directed Care (VDC)

The **Veteran Directed Care** team completed the long-awaited Wall of Honor in the VDC building.

The **Wall of Honor is a visual tribute honoring 11 veterans currently, or formerly, enrolled in the VDC program.** It has been a special privilege to work with the veterans chosen to be part of the wall.

See page 12 for a pictorial of the Wall of Honor.

Legacy of Service



Pictured above (from left to right) - Robin Field, Phyllis Oliver, Amanda Ambrose, Alexis Ambrose.

Alexis Ambrose, VDC Customer Service, is the 4th generation in her family to work at Bay Aging.

Alexis' **grandmother, Robin Field**, worked in data entry. One of Alexis' favorite stories includes Robin's role in helping Bay Aging evolve from using floppy disks to implementing a software program.

First generation, Phyllis Oliver, was one of the original accountants employed with the organization - before being renamed to Bay Aging.

Amanda Ambrose, Alexis' mother, worked in Home Health in the early 2000s.

LTC Ombudsman Program

Thanks to extra ARP (American Rescue Plan) **funding from DARS** (Department for Aging and Rehabilitative Services), **Bay Aging's LTC Ombudsman team has been passing out Care Bags** to residents of area Assisted Living Facilities.

Staff focused on group homes and facilities that accept Medicaid Auxiliary Grants to help **those who are very low income and have very little funds for personal items.**

Care Bags contain personal care items, such as toothbrushes, toothpaste, and socks, as well as a notebook and pens and information about the LTC Ombudsman program and Residents' Rights.



Pictured above (Top): LTC Ombudsmen Willie Alston and Lynette Thurston packing Care Bags; (Bottom): LTC Ombudsmen Olivia Hildreth and Lisa Walker with staff from Golden Years Assisted Living Facility.

Health

Virginia Insurance Counseling and Assistance Program (VICAP)

VICAP (Virginia Insurance and Counseling Assistance Program) and **SMP** (Senior Medicare Patrol) **October outreach** stretched from Colonial Beach to Hampton - and numerous locations between - **reaching over 100 beneficiaries.**

The outreach goal at this special time, **Medicare Annual Enrollment**, is to remind beneficiaries and their caregivers to **review their insurance plans to determine** whether or not -

1. The plans are still available
2. The plans continue to meet their healthcare needs
3. The cost is manageable
4. Learn what is new to Medicare

Outreach also includes information on how to not become a victim of Medicare fraud.



Bay Aging's Ombudsman Team (from left): Willie Alston, Lisa Walker, Lynette Thurston, and Olivia Hildreth



Pictured above (from left): Lisa Walker, VP - Advocacy Resources; Linda Young from Immanuel Baptist Church; and Jean Duggan, VICAP Outreach Specialist at **Immanuel Day on October 11 in Middlesex.**

Bay Aging's VICAP Outreach Specialist also distributes information to the **four American Indian Tribe Chiefs** and their designees in the Middle Peninsula and Northern Neck. Information includes state and national funding opportunities specific to American Indian tribes and Bay Aging services beneficial to tribal members of all ages.

Homeless Solutions Program

The **next Point-In-Time (PIT) Count is officially scheduled for January 28, 2026** and Bay Aging's Homeless Solutions Team has begun preparing to administer the Count.

The **PIT Count is a federally mandated tally of sheltered and unsheltered individuals on a single night in each community.** Counts are carried out by staff and volunteers who conduct surveys which allow individuals experiencing homelessness and housing crises to express their specific needs and housing status.

As the lead agency of the Northern Neck Middle Peninsula Housing Coalition, and in partnership with the Department of Housing and Community Development, **Bay Aging plans and coordinates the local count**, working with shelter providers, departments of social services, community service organizations, and other partners and individuals who may be in contact with those experiencing housing instability.

Data collected through the PIT Count is essential in painting the picture of housing instability in the region. Collecting this data **informs public opinion, increases awareness, and attracts resources.** Policymakers and program managers **utilize the data to apply for grants, administer funding, and track progress** made toward the goal of ending housing instability.

Caregiver Support

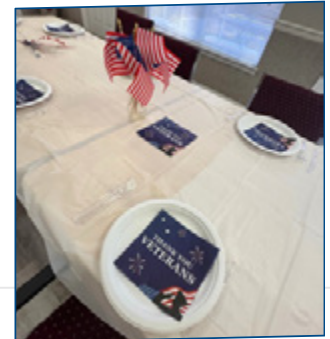
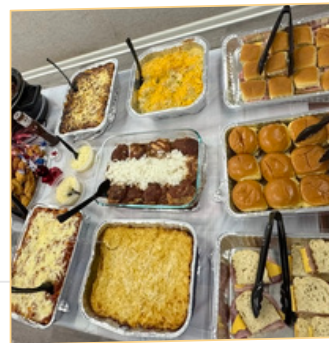
Community Events

- **Movement is Medicine** - a 4-week program in partnership with the YMCA had over 15 attendees.
- At the **Walk to End Alzheimer's**, Options Counselor Kelsie Houston, her mom, and kids represented flowers during the Flower Ceremony.
- **Community Connections** presentation at King and Queen library.
- **Senior Conversations** in partnership with the Alzheimer's Association, Edward Jones, and Commonwealth Senior Living.
- First evening **Caregiver Social** was held in Gloucester with 13 attendees.
- Kicked off the first **Mathews Memory Cafe** with great attendance.
- **Pizza and Bingo** in Lancaster County was held for caregivers and those with dementia.
- Bay Aging represented the **Essex Triad Senior Health & Safety Fair**.
- Hosted **Veterans Lunch** for 22 Veterans in the community and their families on Friday, Nov 7 at Coastal Church in Gloucester.

Veterans Lunch

Food donations were provided by members of Coastal Church, Commonwealth Senior Living Gloucester House, and our staff. Starbucks donated coffee and the Silver Box sponsored pins each veteran received as they came in.

"And just like the pie, this is what makes your programming different than most - the personal touch" - Caregiver support client.



Senior Conversations Event

Pictured above (from left: Douglas Panto, Alzheimer's Association; Haley Hamilton, Commonwealth Senior Living; Kelsie Houston, Options Counselor; and Carlos Brito, Edward Jones.

Housing

Multifamily Housing

The federal government shutdown, which began on October 1, has not impacted the monthly Housing Assistance Program (HAP) from U.S. Department of Housing and Urban Development (HUD). Each project received October and November funds, but December funding is expected to be delayed.

Though challenging, due to HUD's limited personnel, staff seeks HUD's approval to access funds on deposit in Replacement Reserve accounts as a temporary cash flow alternative.

The following pending Contract Rent Increase Requests were sent to HUD:

- Parker View - effective 12/01/2025
- Tartan Village I - effective 01/01/2026
- Parker Run - effective 03/01/2026
- Port Town Village I - effective 03/01/2026

Contract Rent Increases allow properties to cover many rising property management operating costs, but **do not affect residents' rental payments**. Residents pay rent equal to 30% of their adjusted gross income.

Staff implemented an internal **Apartment Turnover Tracking System** on Oct 6. All rental housing units are being electronically tracked by the Bay Aging Apartments team, to include:

Apartment Turnover Tracking System

- ✓ Resident 30-day Move Out Notice Date
- ✓ Move Out Date
- ✓ Reconditioning Start Date
- ✓ Reconditioning End Date
- ✓ New Tenant Move In Date

Dianne Wilkins, who has worked with Bay Aging Apartments since 2002, was recently **promoted to Property Management Compliance & Training Specialist**. She previously provided onsite Property Site coordination for The Meadows, Mill Pond Village, and Parker Run. This change will ensure regulatory compliance by providing stronger and more consistent internal tenant file auditing and operational policy and procedures monitoring.

Homeless Solutions Program

(cont. from pg. 5)

Client Success Story

Although employed, Mr. G found himself experiencing homelessness.

Case Manager, Teresa Jones, helped him navigate the apartment application process, apply for benefits, secure an apartment, and transfer his employment (with the same company) to a location closer to his new home.



Pictured above: Case Managers, Teresa Jones and Shontay Smith, picking up furniture to ensure Mr. G's home was as comfortable as possible at move-in.

Single Family Housing

Weatherization Program

August & September

\$208,781
in assistance

Supporting
38 Households
63 Occupants

Support included contract work and home repairs in Essex, Lancaster, Middlesex, Northumberland, Richmond, and Westmoreland counties.

Transportation

Bay Transit

Bay Transit not only beat last year's ridership total but exceeded the target! FY2025 ridership was 101.8% of the annual target with a total of 132,299 rides. Looking at ridership by category, Microtransit increased by 2,067 rides and trolley ridership increased by 31.7% as compared to last year.

Bay Transit **Express Rivah Ride Microtransit service** will be implemented in the **Town of Tappahannock and part of Essex County on December 1, 2025**. This service replaces the current Rivah Ride Fixed Route and encompasses a 9.8 square mile area.

The **New Kent Bay Transit office** moved to

**New Kent Airport Complex at
6901 Terminal Rd, Quinton, VA 23141**

The new location allows more office space for staff and ample parking for the buses.

Bay Transit provided **Travel Training** for the Port Town Village, Daffodil Gardens, and Winters Point Active Lifestyle Centers.

The transit team facilitated group training to **help older adults feel more comfortable while learning to use our public transit systems in their area**. Topics included Demand Response, Deviated Fixed Route, New Freedom, and the new Microtransit services.



Travel Training at Winters Point.

Community Action Program

Board Supplemental Funds

Bay Aging's **Community Action Program (CAP)** utilized **Board Supplemental Funds** in August and September, 2025 **to assist 5 households with 7 occupants**; providing support for utility payments, rent, medical expenses, HCVP security deposits, car repairs, supportive services, and temporary emergency housing. The **assistance provided totaled \$2,069.03 - fully exhausting Board Supplemental Funds for FY 2025**.

Assistance was distributed across Essex, Gloucester, King and Queen, King William, Lancaster, Mathews, Middlesex, Richmond County, Northumberland and Westmoreland counties.

CSBG-ES & TANF Funds

Bay Aging's **Community Action Program (CAP)** utilized Community Services Block Grant-Emergency Service (**CSBG-ES**) and Temporary Assistance for Needy Families (**CSBG-TANF**) funds during August and September, 2025.

CSBG-ES provided **\$8,368.54** in assistance to **32 households with 37 occupants**. **CSBG-TANF** assisted **18 households with 51 occupants** totaling **\$5,753.44** supporting utility assistance, past-due rent, car repairs, and temporary housing.

Assistance was provided in Essex, Gloucester, Lancaster, Mathews, Middlesex, Richmond County, Northumberland, and Westmoreland counties.

Administration

Human Resources

Recruitment is continuous as we add new talent to the workforce. We are currently recruiting for **28** positions across the organization.

Internal promotions for 2025 stand at **8.3%** (28/337). **We are excited about the internal career growth happening across our organization.** (Benchmark for internal promotions on average is 6%.)

Training & Workforce Development:

Unconscious Bias Training: On October 3, members of the Opportunity Committee - Claudia Pratt, Regional Operations Supervisor-Transit; Sandi Wilson, Options Counselor Assistant; and Tomeka Bromley, Resident Service Coordinator presented Unconscious Bias Training. A recording of the presentation was provided to all staff.

The first step is becoming aware of our unconscious bias. In this presentation, we learned about 4 types of bias: Affinity, Confirmation, Halo Effect, and Attribution.

Annual Training for All Staff is due to be completed by Dec 15. Assigned through Paycom, topics include: Preventing Discrimination and Harassment for Employees; Cybersecurity; What is Diversity?; Ethics Training;

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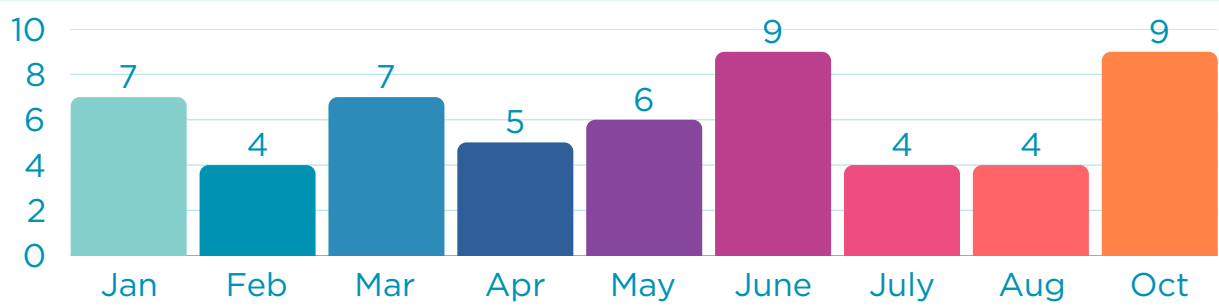
New employees hired since January 1, 2025



Workplace Ethics: Workplace Violence: Best Practices for Prevention: Preventing Slips, Trips, and Falls Awareness; HIPAA: Basics, Bloodborne Pathogens Awareness; Workplace Safety; Mandatory Reporter Training; Health, Safety, and Welfare Training; and Bay Aging Employee Handbook.

Department Information Sharing Session: Multifamily Housing and Transit Divisions presented information on Sept 26, sharing the programs and services they provide. Staff learned about Homeless Solutions, Housing Choice Voucher Program, Apartments Housing, Facilities Maintenance, and Multifamily Housing Development from the Multifamily Housing Team. The Transit Team shared information about the demand response routes, express routes & ridership, New Freedom Program, Fleet Maintenance, Trolley Season, Contract Transportation, and Art in Transit - which generates scholarship funds for employees of Bay Transit and/or their families.

2025 New Employee General Orientation Attendance:
55 Employees Completed General Orientation



Administration

Community Chaplain

- Chaplain Mary presented **“Spirituality and Aging: Getting to the Heart of the Person”** at the Annual Statewide LTC Ombudsman Meeting & Training in Glen Allen, VA.
- Chaplain Mary launched a **new initiative to support the emotional and spiritual well-being of Bay Aging employees** across the organization. Each Tuesday at noon, she hosts a brief virtual gathering that includes an uplifting message and reflection. After the session conclusion, Chaplain Mary remains in the virtual meeting room for one-on-one, confidential conversations with staff. **The program is off to a strong start and has been well-received.**
- Chaplain Mary represented Bay Aging at the **Clergy Luncheon** sponsored by Rappahannock General Hospital, held at St. Andrews Presbyterian Church on Sept 19.
- **Commonwealth Assisted Living** invited Chaplain Mary to provide a **staff in-service training on “Communicating with People Living with Dementia.”**



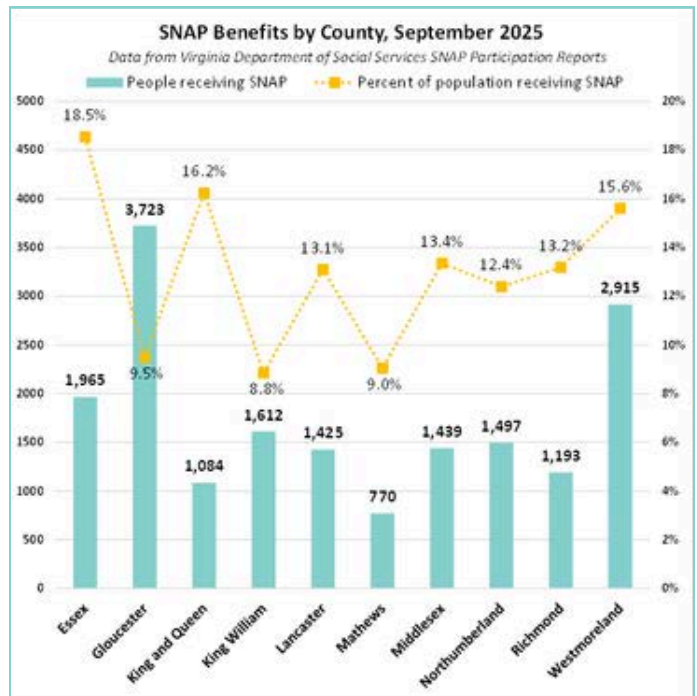
State LTC Ombudsman Joani Latimer introducing Chaplain Mary at the **Annual Statewide LTC Ombudsman Meeting & Training**

Finance

On September 30, the Community Services Board ended their lease in the other half of Building D in Urbanna. We have taken over that space and are in the process of minor renovations before occupying by approximately December 1. Personnel and departmental office assignments are currently under review.

Statistics

According to the Virginia Department of Social Services, **in September 2025 more than \$2.8 million in SNAP benefits was issued to 9,298 households in Bay Aging’s primary service area.** The graph below shows where the **17,623 people** in those households reside, as well as the percentage of people in each county who had access to SNAP benefits.



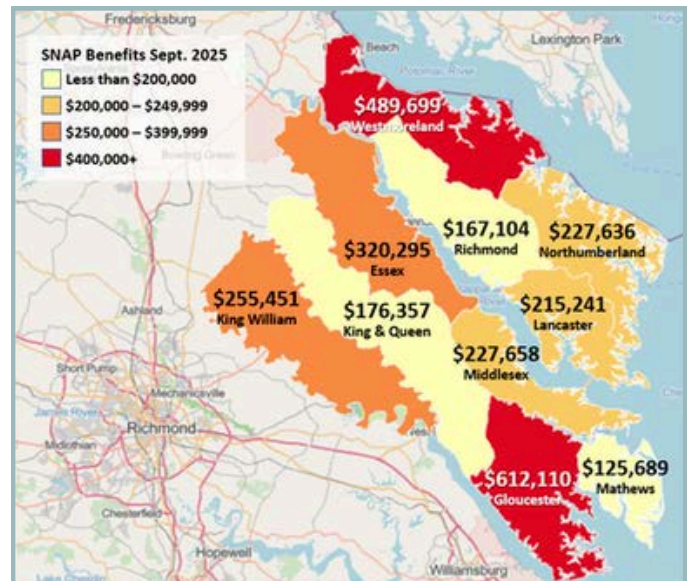
Administration

Statistics (cont. from page 10)

The map to the right illustrates the total dollars issued in SNAP benefits by county.

More than 15% of the residents of Essex, King & Queen, and Westmoreland Counties live in households that received SNAP benefits in September. Although less than 10% of Gloucester’s population receive SNAP, because it accounts for 27% of the 10-county region’s population, Gloucester has the largest number of SNAP recipients and the highest dollar amount of monthly SNAP benefits.

Statewide, more than 850,000 people received SNAP benefits totaling \$145 million in September 2025.



Active Lifestyle Centers

Fire Safety Class

Volunteer firefighters from Gloucester Volunteer Fire & Rescue Squad (GVFRS) conducted a **Fire Safety Class for clients at the Gloucester Active Lifestyle Center**. They provided information about space heaters, smoke detectors, and the importance of having a safety plan in place in their homes.

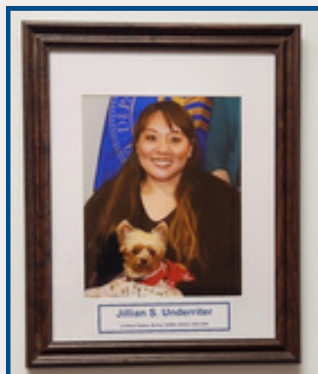
While on site, GVFRS members helped staff conduct the monthly fire drill and participated in a client’s birthday celebration.

Bay Aging’s seven Active Lifestyle Centers welcome new attendees age 60+. Call 800-493-0238 to Learn More!



Veteran Directed Care - Wall of Honor

The VDC Customer Service team completed the long-awaited Wall of Honor in the VDC building. The Wall of Honor is a visual tribute honoring 11 veterans currently or formerly enrolled in the VDC program. It has been a special privilege for our team to work with the veterans chosen to be part of the Wall of Honor.



Active Lifestyle Centers

Gloucester Active Lifestyle Center - Clients enjoyed participating in a variety of different games during the Harvest Party. After a morning of fun, they had a luncheon and each received a Trick or Treat healthy snack bag to take home.



Mathews Active Lifestyle Center was visited by Mathews ALC Manager, Laura Matthews' fur babies - Shep, the corgi, and Allegro, a canine companion being raised by Laura's husband. Allegro will head to New York in February to further his training to become someone's service dog. **Dressed in their Howdy Doody best, they were a hit with the attendees!**



WALK TO END ALZHEIMER'S

Caregiver Support and the Gloucester Active Lifestyle Center each contributed to the annual Walk to End Alzheimer's. Clients at the Gloucester Active Lifestyle Center spent weeks painting and personalizing river rocks for the cause. Options Counselor, Kelsie Houston, represented flowers during the Flower Ceremony.



HALLOWEEN AT PARKER VIEW

Residents at Parker View Service Enriched Apartment Community in Williamsburg enjoyed celebrating Halloween with Lauren Hutchens, Property Site Coordinator. The office was decorated and passed out candy for the event.



WORDS OF THANKS

Just CAN'T THANK YOU
ENOUGH!

Thank you so much for taking the time to provide such detailed information to our team. We would not be able to do our work without community partners like you. We look forward to our continued collaboration to better serve the Gloucester Community alongside you and Bay Aging as a whole. You are making such a difference!

The Gloucester Department of
Social Services, Services Unit

Handwritten note thanking Lisa, Claudia, and Josh for coming out to speak.

"Thank you so much for taking the time to provide such detailed information to our team. We would not be able to do our work without community partners like you. We look forward to our continued collaboration to better serve the Gloucester Community alongside you and Bay Aging as a whole. You are making such a difference!"

The Gloucester Department of Social
Services, Services Unit

October 27, 2025

Ms. Kathy Vesley, CEO
And the Bay Aging Board
P.O. Box 610
Urbanna, VA 23175

Thank you note received
about Lisa Walker, VP -
Advocacy Resources.

Dear Ms. Vesley and Members of the Board:

I am writing to bring to your attention the outstanding "customer service" and assistance provide to me by Ms. Lisa Walker. For the past several years, Lisa has been our primary sources of assistance and information in working through the many complicated issues that are involved in choosing a health insurance provider. Without her assistance, I (and probably many others around my age) would have an extremely difficult time in navigating our health insurance system. Lisa has consistently been knowledgeable and helpful, and I wanted to make sure that you are aware of her outstanding performance. I would highly recommend her for a raise in pay.

Sincerely,