

**STATE OF WISCONSIN
BOARD ON AGING AND LONG TERM CARE
BOARD MEETING**

Wednesday, October 29, 2025

9:30 A.M.

In Person at:

DoubleTree Madison East

Two Lakes Ballroom

4402 E Washington Ave

Madison WI

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

Staff Present: Jessica Trudell Kristen Johnson Jenna Helminski Juve
 Nick Lutes Rachel Selking Jenny Novey
 Liza Morrow Becky Mulhern Ericka Sutton
 Kim Tassoul

Guests Present: Jenny Kraftcheck Heather Newton Tanya Peterson

1. Welcome and Call to Order

Vice Chair Abigail Lowery called the meeting to order at 9:36 am. It was noted that this meeting was properly noticed under the Open Meetings Notice Law. Board members and staff completed introductions.

2. Change to Agenda

There were no changes to the agenda.

3. Approval of Agenda

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

4. Approval of Minutes from August 13, 2025

The minutes from the August 13, 2025 Board Meeting were approved as presented. M/S/C (Gordon/Taylor)

5. Overview of the Guardianship Process and Duties of a Guardian – *Jessica Trudell, Executive Director*

Ms. Trudell presented an overview of the guardianship process and duties of a guardian within the state of Wisconsin. She described current tools for people who need help with decisions, how and why a guardian may be appointed, the roles of attorneys within the guardianship process, the rights of the ward, and the responsibilities of the guardian.

Following her presentation, Ms. Trudell was asked to clarify the differences in roles for guardians and powers of attorney, including which role takes precedence in decision-making. She also answered questions related to backup guardians, successor guardianship, and legal fees for those who are unable to afford them.

6. Ombudsman Complaint Management and Role in Working with Guardians – *Ericka Sutton, Regional Ombudsman – Milwaukee County and Kim Tassoul, Regional Ombudsman – Northeast Region*

Ms. Sutton and Ms. Tassoul presented on advocacy for residents under guardianship. They described guardianship casework trends within their respective regions, shared how ombudsmen serve residents under guardianship, and discussed resident rights. They additionally explained an ombudsman's role in guardian education.

Following their presentation, Ms. Sutton and Ms. Tassoul answered questions regarding legal resources for those under guardianship. There was a discussion on trends in the interaction between Managed Care Organizations (MCOs) and guardianship. Ms. Sutton also described how ombudsmen navigate potential challenges related to language barriers or other cultural factors that may impact their ability to serve residents.

7. Public Records Training for Board Members – *Kristen Johnson, Counsel to the Board*

Attorney Johnson provided public records training for the board members. In the training, she reviewed the board members' responsibilities, defined a public record, described best practices for records retention, and explained how to recognize and respond to a public records request.

Following her presentation, Attorney Johnson answered questions related to forwarding and retaining records that Board Members receive from BOALTC staff,

the identification of personal vs. public records, and best practices in giving presentations in which they mention their role as a Board Member.

8. Comments from the Public

Vice Chair Abigail Lowery called for public comments. There were no comments from members of the public.

9. 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 a high call volume and informed the Board of additional outreach opportunities that have come up following the submission of his written report.

10. Volunteer Ombudsman Program Updates – Liza Morrow, Volunteer Services

Supervisor

Ms. Morrow shared updates for the Volunteer Ombudsman Program, including updates on personnel, volunteer recruitment and training, outreach events, the conclusion of the assisted living pilot project, and the Inclusa Foundation grant. She announced that the total number of volunteers is now higher at 86 total volunteers as a result of some trainings that took place following the submission of her written report.

11. Executive Report: Administrative, Legislative, Long-Term Care and Budget Updates

– Kristen Johnson, Counsel to the Board; Jenna Helminski Juve, State Long Term Care Ombudsman; and Jessica Trudell, Executive Director

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 410 and Senate Bill 410, and described the “next of kin” bill that will be re-introduced this legislative session.

Ms. Helminski Juve presented updates for the Ombudsman Program. She described her visits with staff in the field, work to rebalance staff workloads, and efforts in strengthening relationships with external agencies and organizations. Ms. Helminski Juve additionally shared updates on case work and complaint trends, the Ombudsman Program’s role in presenting at the Partnering in Assisted Living Symposium in January 2026, and her participation in a workgroup that is looking at policies and procedures related to Assisted Living relocations. Following her

presentation, Ms. Helminski Juve answered questions related to the scope of the Assisted Living relocations workgroup.

Ms. Trudell presented an update on agency staffing, the state and federal budget, and recent advocacy work. She discussed updates to the compensation plan, meetings with state and federal legislators, and the impact of the federal shutdown. Following her presentation, Ms. Trudell answered questions regarding the scope of the recently-formed Elder Task Force. There was also a discussion about inviting legislators to attend future Board Meetings, and Ms. Trudell explained that legislators already receive copies of the agenda and are invited to the meetings.

12. Board Member Recognition

Ms. Lowery recognized Dr. Taylor for his 20 years of service and Ms. Peterson for her 22 years of service with the Board. She thanked them for their dedication and expertise that they have shared over the years. Dr. Taylor and Ms. Peterson both expressed appreciation for their time on the Board.

13. Approval of Meeting Dates for 2026

There was a discussion on quarterly meeting dates for the 2026 board meetings. The following dates were approved: February 4, May 13, August 12, and November 11.
M/S/C (Gordon/Bloch)

14. Board Business – *Abigail Lowery, Vice-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**
Ms. Gordon recommended inviting legislators to attend each of the meetings.

- **Next meeting dates**
February 4, May 13, August 12, November 11

12. Adjournment

Meeting adjourned at 2:02 p.m. M/S/C (Taylor/Bloch)

Respectfully submitted,
Jenny Novey, Recorder