

A meeting of the Executive Board of the American Seniors Housing Association was held on June 5, 2020, at 2:00 pm Eastern in a virtual format due to the COVID-19 crisis.

The Chairman, Douglas Schiffer, called the meeting to order and welcomed members to the June Executive Board Meeting, which would have taken place in Carlsbad, CA during the 2020 Mid-Year Meeting.

A list of Directors present at the meeting, constituting a quorum of the Executive Board, is attached.

The Directors moved, seconded and carried (M/S/C) approval of the January 24, 2020 ASHA Executive Board Meeting Minutes.

The Board moved, seconded and carried (M/S/C) approval of the following new Executive Board Members:

BMO Harris Bank, Imran Javaid, Managing Director  
Lifespace Communities, Jesse Jantzen, President and CEO

The Board moved, seconded and carried (M/S/C) approval of the following new representatives from existing ASHA Board Member firms:

Curtis Brody, Chief Financial Officer, Hawthorn Senior Living  
Marie Carlson, SVP of Strategic Development and Chief Financial Officer, Lutheran Life Communities  
Kris Engslow, President, Aegis Living  
Danette Opaczewski, Chief Operating Officer, Revel Communities, The Wolff Companies

Kathryn Sweeney, Treasurer, delivered the Treasurer's Report, noting that ASHA's 2019 audit was successfully completed in May. The Treasurer thanked members of the Audit Committee, Susan Kayser, Esq. of Duane Morris and Laura McDonald, CPA of Protective Life Insurance for their service to the Executive Board. The Treasurer then provided an update about ASHA's Reserve Policy, which has been in place since 2007 and is comprised of two components, an Advocacy Reserve of \$2.5 million and Operating Expense Reserve equal to 150% of budgeted expense. ASHA's reserves are calculated using a straightforward formula of cash and cash equivalents plus investments, which are comprised of FDIC-insured laddered CDs. ASHA's current reserve is approximately \$6.7 million. The Treasurer further reported that ASHA had a solid first quarter, with a positive change in net assets of \$366,064, noting that the first quarter was not significantly impacted by the COVID pandemic.

ASHA's President, David Schless, then provided an assessment of the potential impact of the COVID crisis on the Association's revenue and expense expectations for the remainder of the year. The President concluded that membership dues and sponsorship revenue would both be below budget, and the Association would have significantly higher expenses than budgeted due to the launch of a large public relations campaign and additional legislative consulting expense associated with the COVID crisis.

Lynne Katzmann, Ph. D., Secretary, provided an update on ASHA's extensive public relations efforts that began at the outset of the COVID crisis. She described materials prepared for the members by ASHA's Crisis Communications Counsel, Ron Culp and Steve Johnson, which focused on effective strategies for speaking to the media and communicating with families. She further noted the dozens of media stories that ASHA has responded to since the outbreak of the crisis in March, and the immediate use of the Where You Live Matters (WYLM) digital platform to communicate about the industry response to the crisis.

The Secretary reported that a special section of the WYLM website was created in early April called "Senior Living Responds to COVID-19," and that social media including both Facebook and Instagram were used by ASHA to amplify the members reassuring and inspiring communications. A wide array of new COVID-related content was quickly created, such as "Understanding the Difference Between Assisted Living and a Nursing Home," and the WYLM website also utilized material created by ASHA members and collaborators, such as Eric Mendelsohn of NHI and Dr. Karl Pillemer of Cornell University.

The Secretary described samples of banner advertisements ([click here](#)) and video ([click here](#)) from the national public relations campaign that ASHA launched on May 11 in a number of the country's most influential media sites, including the *New York Times*, *Wall Street Journal*, *Washington Post*, *Atlanta Journal Constitution*, *Dallas Morning News*, *Los Angeles Times*, *Boston*

*Globe*, and on AARP's website. The Secretary concluded her update with some of the impressive metrics from the campaign's first weeks, including more than 6.5 million Total Impressions, over 437,000 Total Video Views, and close to 150,000 Total Engagements.

ASHA Vice President of Government Affairs, Jeanne McGlynn Delgado, provided a Legislative Update that focused on efforts to secure federal relief to cover expenses and lost revenue through the Public Health and Social Services Emergency Fund as part of the CARES Act. One of the Association's outside legislative consultants, Jamie Gregory of Calfee Strategic Solutions described the multi-faceted approach being taken to seek COVID-related liability protection and the Board discussed a COVID-related assisted living inquiry of 11 companies by Senators Warren and Markey of Massachusetts and Representative Maloney of New York.

Richard Hutchinson, Chairman of the Seniors Housing PAC, encouraged all members of the Executive Board to consider supporting the PAC if they had not already done so. To date, pledges and contributions total \$171,025 from 65 individuals, with 53 contributions at the Chairman's Circle level (\$2,000 or more). He also reminded members of the Executive Board that the 2020 Chairman's Circle Event for those who support the Seniors Housing PAC with voluntary, personal contributions of \$2,000 or more, would take place in Charleston, SC, November 5-6 at The Hotel Bennett. A Seniors Housing PAC brochure can be accessed by [clicking here](#), and those who wish to make their contributions with a personal credit card should contact Sheff Richey at [srichey@seniorshousing.org](mailto:srichey@seniorshousing.org).

A legal update was provided by Paul Gordon of Hanson Bridgett, ASHA's legal counsel, followed by an update on the insurance marketplace for seniors housing, which was provided by Michael Pokora of Willis Towers Watson.

The Executive Board Meeting concluded with an Industry Recovery Panel discussion that was moderated by ASHA Vice Chairman, Jerry Frumm, and featured Caryl Barnes of Bridge Investment Group, Sarabeth Hanson of Harbor Retirement Associates, and Karen Mlawsky of Watermark Retirement Communities.

There being no further business, the Executive Board Meeting was adjourned.