

WBB! Minutes  
September 8, 2011

Present: Mike Schaeffer, Barb and Joe Blosenbauer, Joan and Rich Fenton, Peter Randazzo, Ray Duncan, Nancy Washer, Alan Way, Jim Wissler, Lucille Ribble, Alicia Fink, Rosy (I don't know what her last name is)

Meeting called to order 7:01 pm

Presentation by Jim Wissler, CEO of Lakeside Hospital

He thanks us, has been here six months, trying to meet people in the community  
handout of ppt on the quality of care at Lakeside  
Lakeside is now connected with URMC (University of Rochester Medical Center),  
but still independent  
offering joint services  
excellent heart attack care, surgery, pneumonia, et cetera  
also provides jobs, thus important to community  
trying to change perception of Lakeside  
something Lakeside needs to do better

Update on Mark Fenton Visit and Talk: Rich Fenton

first briefs Jim Wissler on Mark's background and our background

The visit and talk will not happen this fall

But Mark will do it gratis, next spring or summer

Discussion:

Ray Duncan: Initially Mark was focused on infrastructure, now he focuses  
on changing the culture to embrace walking and biking

Jim Wissler This is preventative medicine

Too bad Jim Goetz is not here to talk about walk to school

Rich Fenton. But one day of walking to school is not enough

also notes the collaboration will help Lakeside, not close it

We return to the Lakeside Discussion:

Ray Duncan: any ways we can work together?

Jim Wissler: we employ many people in the community  
also offer preventative medicine

Joan Fenton: people now are having to learn how to take care of themselves,  
Lakeside is interested in helping to keep the community healthy

Rosy: how do we get this info to the students at the College?

Mike Schaeffer: talk to phys ed students, have BSG (Brockport Student  
Government) sponsor a talk, put an article in the Stylus (student  
newspaper)

Rich Fenton: for connections to the students talk to Katy Wilson, faculty, and  
Anne Huot

Jim Wissler: we met with Anne Huot to start thinking creatively

Rosy: There's also Mornings with the Professors, Roxanne Johnston

Nancy Washer: the BSG president is Kevin Perry

Rich Fenton suggests improvements to handout in terms of the comparisons

Joan Fenton suggests that the jobs and money page is important  
Ray Duncan: maybe you could suggest ways to get larger audiences for MVP speakers

Jim Wissler: or maybe offer a joint educational session

Peter Randazzo compared the MVP sessions with Lakeside's offerings, nothing really appropriate for us to sponsor

Mike Schaeffer: how about a health fair? Not at the college, but at Lakeside

Ray Duncan: this would be about changing culture

Jim Wissler likes the idea and we run with it

Mike Schaeffer asks for Jim's background

Jim Wissler: from Lancaster, PA, got degree in health care management, lists his previous work experience (I couldn't keep up)

Ray Duncan: we'll publicize this and work with you

Back to Mark Fenton potential visit and talk

Rich Fenton: Mark's schedule became impossible with the hurricanes and such so we'll work on something for next year (2012)

Ray Duncan: plus he's an excellent speaker, get him in the spring in theory the construction will be done, so he could see the results could advertise Mark along with Lakeside, maybe along with Kathy Hochul

Joan Fenton: Mark loves to talk to politicians

Ray Duncan sums it up

Pete Randazzo: it would be great to show him the trail

Ray Duncan: we will have a get together when Mark comes

Joan Fenton volunteers to arrange

Update on ties with GBDC (Greater Brockport Development Corporation)

Joe Blosenhauer will attend meeting next week

Alicia Fink: the summer was bad, transfer was difficult with the treasurer out of town

Pete Randazzo and the sign contractor ultimately did get paid

Note to Jim Wissler, check out the Morgan Manning House

also First Fridays at the Alumni House-- present or just go meet people

Old projects

Peter Randazzo on trail which is basically finished

put some signs up to direct people to it

summarizes it for Jim Wissler

the eagle scout did build the bridge!

and also made the other bridge handicapped accessible

part of the trail is still not done, waiting for work in the park to be done first once it's finished we'll have a party for it

Barb Blosenhauer on plantings along canal with Sara's Garden Center and Pam Ketchum

some groups have volunteered

around the benches near Main Street, they put in butterfly gardens in pots  
Mike Schaeffer has a couple fraternities that need projects  
north side of canal used to be taken care of by the Garden Club, now  
Christ Community Church is in charge

Pete Randazzo on the steps down from the Smith Street Bridge  
original concrete steps crumbled

wooden steps break periodically, Canal Corporation fixes them

Ray Duncan asks Alan Way to talk to Harry Donahue about the steps

Ray Duncan asks Jim Wissler if there is a trail around hospital or outdoors area,  
like they have in Seattle?

Jim Wissler: not exactly

others identify potential spaces for trails

Jim Wissler: there's a group from the college coming to talk about  
improving the outside

Alan Way on bike group of about 130 that came through, any money raised goes  
to a camp

always the last full week in July, from Niagara Falls across NY State

Barb Blosenhauer and Ray Duncan: what about entertainment, maybe  
some music, in a pavilion for them?

Joan Fenton: met ninety plussers out there exercising ,we should target some  
activities to them

Carl Gottman, for example

Peter Randazzo: what about walk to school? October 5

Doug Hickerson contacted Ray Duncan and Peter Randazzo for  
information so he can write an article to promote it

we all talk at once about busing

Meeting adjourns at 8:30

Next meeting October 13