

The City of Aventura



19200 West Country Club Drive Aventura, FL

City Commission Workshop Meeting

April 23, 2009
Following Commission Meeting
Executive Conference Room

AGENDA

1. *Jewish Community Services Request for Support of Federal Funding for NORC Program (Mayor Gottlieb)**
Future Action: Letter of Support
2. *County Requirement for Parking Area Lighting (City Attorney)*
3. *Adjournment*

* Back-up Information Exists

This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 305-466-8901, not later than two days prior to such proceeding.



March 31, 2009

The Honorable Congressman
Kendrick B. Meek
U.S. House of Representatives
Washington, DC 20515

Attention: Clarence Williams

Dear Representative Meek:

JCS – Jewish Community Services of South Florida, as you know is strongly committed to serving the elderly within our community. As such, we write to express our support for ***JCS***'s NORC - innovative "Aging in Place" Demonstration project, and to request your making it your top community project within the Labor-Health and Human Services-Education Appropriations Bill for FY2010. Within the LHHSE appropriations Bill, ***JCS*** has a funding request of \$120,000 which is sponsored by Congresswoman Debbie Wasserman Schultz.

JCS's demonstration project is based on a foundation of community building, the essence of which is establishing strategic partnerships with eldercare providers, planners, organizers, and supporters. ***JCS***, together, with several alliances intend to reduce replication of services, and optimize resources and expertise available at the local level. ***JCS*** recognizes and is concerned that the pending retirement of the Baby Boomers will place a tremendous burden on providers, such as ***JCS***, to keep pace with the demands for supportive services within our community. We believe that ***JCS***'s innovative demonstration project will afford us the opportunity to work together, in concert, to help respond to the needs of our community's older adult residents.

We thank you for co-sponsoring this project in past years and urge you to make every effort to secure its inclusion in the Labor, Health and Human Services, Education Appropriations Bill for FY2010

Respectfully,

Jennifer Enslein
JCS- Board Member
Public Policy Committee Chair

Eric M. Soroka

From: Susan Gottlieb [skgmiami@comcast.net]
Sent: Monday, April 13, 2009 4:26 PM
To: Eric M. Soroka
Subject: Fw: URGENT ACTION NEEDED - JCS/ Jewish Community Services
Attachments: JCS NORC 2010 Kendrick Meek sample for Aventura Mayor.doc; Ltrfromresidents3-31-09.zip

----- Original Message -----

From: SEnslein@aol.com
To: gottliebs@cityofaventura.com ; sorokae@cityofaventura.com
Cc: skgmiami@comcast.net ; egoldfarb@jcsfl.org ; JKAGAN@jcsfl.org ; fstock@jcsfl.org ; SGOLDSMITH@JCSFL.ORG ; VOTEDEM@aol.com ; JOAND144@aol.com ; spill675@bellsouth.net
Sent: Tuesday, April 07, 2009 6:42 PM
Subject: URGENT ACTION NEEDED - JCS/ Jewish Community Services

Dear Mayor Gottlieb and City Manager Soroka:

I hope this email finds you both well.

You might remember that some time ago I visited you with fellow JCS Board members Joan Gross and Laurie Flink, both Aventura residents, and JCS VP of Senior Services Ela Goldfarb. One of the many programs we talked to you about is JCS's NORC program (Naturally Occurring Retirement Community) which is located in Point East in the City of Aventura.

Four years ago, and for the first time ever, JCS requested federal dollars and the request was specific for this NORC program. In 2007, the request was not approved. In 2008, we were fortunate to receive a \$119,000 grant but in 2009, JCS did not make the list of NORC's that were funded.

However, that has not discouraged us from continuing to apply and we have done so again for 2010 and counting once again with the strong support of our sponsor Congresswoman Debbie Wasserman Schultz (DWS). We submitted an appropriations request for \$120,000 which has now been presented to the members of House.

We ask that you please help us by sending letters to our Miami Dade members of the U.S. House in support of this funding request. You both represent the City of Aventura and are therefore the best advocates JCS's NORC clients, all Aventura residents, have. We will also ask our NORC clients to start a postcard campaign.

In the meantime, I am attaching as an FYI, letters of support from 2 NORC residents. We need to generate as many community letters of support. As you know from your own experience, letters are an excellent way to assure decision makers that our project or program is a worthy investment in the community. I am also attaching a copy of the letter I sent Cong. Kendrick Meek requesting his support. Feel free to use that as a sample.

Our funding request is already listed on Congresswoman DWS's web page. Please go to:
http://www.house.gov/apps/list/press/fl20_schultz/AppropsFY10.html

I appreciate your assistance and support. Please feel free to contact me by email or phone 305-799-7678 with any questions or comments.

I wish you both a nice holiday.

Sincerely,
Jennifer Enslein
JCS- Public Policy Committee Chair

Worried about job security? [Check out the 5 safest jobs in a recession.](#)

POINT EAST COUNCIL

**PHONE: (305) 931-3960
FAX: (305) 931-6892**

**2895 POINT EAST DRIVE
AVI. NTURA, FLORIDA 33160**

**A FIFTY-FIVE AND
OVER COMMUNITY**

April 7, 2009

Re: JCS NORC Program

To Whomever Is Concerned with Human Services for the aged:

The JCS NORC Program has made a significant improvement in the lives of the residents of Point East since the inception of the program in 2003. Point East is a mid-rise condominium community with nearly 1500 residents aged 55+, with many in their 80s and 90s, who are living independently with limited existing amenities.

The NORC focus on promoting health, well-being and neighborliness has resulted in building a well-integrated community in which seniors are able to age in place with greater comfort and security and in their own homes. We feel it is vital for this program to continue to reduce the social isolation of the elderly residents, develop community resources and linkages and serve this vulnerable population with a wide variety of preventive services.

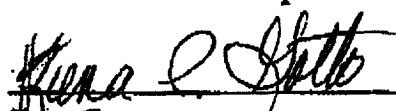
The residents of Point East have greatly benefited from having the NORC Program coordinated by a Social Worker who is trained to identify those with less income, less social supports, older, in poorer health, with more losses and is knowledgeable in interviewing techniques. Through her leadership, NORC has been able to reduce placement through being proactive in assessing gaps in services and averting crises through continuous outreach. NORC has provided the community with a wide range of information and referrals for counseling, caregiving and homecare services, healthcare services and protective services. There is a very successful Congregate Meals Program on site serving a nutritious meal in a welcoming, warm family-style setting five days a week. This has made a very big impact on our community.

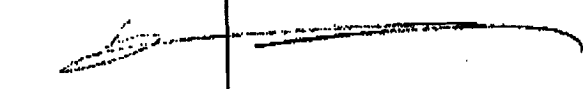
Many residents of Point East participate in one or more programs of the NORC. We see great enthusiasm here for the many classes, outings, workshops and Special events that the NORC has brought to Point East. Many residents have an improved quality of life, feel greater independence and sense of purpose, which translates into improved mental and physical health.

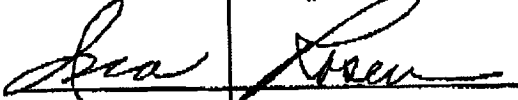
The NORC has become a crucial and vital part of our community. We believe that it is a wonderful cost-saving model for preventive health expenditures and contributing to the longevity of our residents.

Sincerely,


Luis A. Nunes- Chairperson


Zena Gotto


Mel Taks- Vice-Chairperson


Ina Rosen