

Financial Security Coalition Meeting February 6th, 2020

Attendance:

NAME	EMAIL	ORGANIZATION/AGENCY
Emy López	elopez@cobar.org	Colorado Bar Association
Kathleen Schoen	kschoen@cobar.org	Colorado Bar Association
Jason Gross	Jason.Gross@state.co.us	Colorado Division of Securities
Camille Price	camille.price@colorado-opg.org	Colorado Office of Public Guardianship Commission
Erin McGavin	erin.mcgavin@colorado-opg.org	Colorado Office of Public Guardianship Commission
Rich Mauro	rmauvo@drcog.org	DRCOG: Policy Development and Communications
Stephanie Lambert	stephanie@bcfiduciary.com	Baysore & Christian Fiduciary Services
Celia Reyes-Martinez	celia.reyes-martinez@coag.gov	Office of the Attorney General
Jacquelyn Beal	jacquelyn.beal@colorado-opg.org	Office of Guardianship
Khristine Rogers	khristinerogers@oats.org	Senior Planet: State Director
Cathy Law	claw@voacolorado.org	Volunteers of America
Amy Delpo	adelpo@denverlibrary.org	Denver Library: Administrator of Older Adult Services
Linda Loflin Pettit	Linda.loflinpettit@denvergov.org	Denver City Attorney's Office: Prosecution and Code Enforcement
Marydean Punks	mpunks@boomersleadingchange.org	Boomers Leading Change
Cate Blackford	blackford@bellpolicy.org	The Bell Policy Center
Rebecca Laurie	rebecca.laurie@state.co.us	Department of Regulatory Agencies: Director of Communications
Efrain Bueno	Efrain.bueno@coag.gov	Colorado Attorney General: Consumer Protection
Bob Brocker	president@coloradoseniorlobby.org	Colorado Senior Lobby
Mark Hockenberg	markh@next50initiative.org	NextFifty Initiative
Keylen Villagrana	kvillagrana@denver.bbb.org	Better Business Bureau
Gerald Hamel	ghamel@loveuprising.org	Love Uprising: Executive Director/ Make A Chess Move (MACM)

Rhonda Sanchez	rhonda.sanchez@colorado-opg.org	Colorado Office of Public Guardianship Commission
Sophia Alvarez	sophia.alvarez@colorado-opg.org	Colorado Office of Public Guardianship Commission
Jodi Waterhouse	jodi.waterhouse@cuanschutz.edu	CU Anschutz
Scott Christian	scott@bcfiduciary.com	Baysore & Christian Fiduciary Services
TJ Blair	timothy.blair@denvergov.org	Denver Police Department Major Crimes, Fraud Unit/Special Victims Unit: Sergeant
Leah Marvin Riley	leah.marvin-riley@state.co.us	Colorado Office of the Treasurer: Policy and Communications Director
Eric Chess	eric.chess@du.edu	University of Denver: Director of Financial Security and Cognitive Health
America Paz Pastrana	america.pazpastrana@colorado-opg.gov	Colorado Office of Public Guardianship Commission
Rebecca Perl	rperl@aarp.org	Elder Watch
Mark Fetterhoff	mfetterhoff@aarp.org	AARP: Learn More Contact
Jan Zavislan	jan.zavislan@coag.gov	Colorado Attorney General: Senior Counsel of Consumer Protection
Gina Vincent	gvincent@fdic.gov	Federal Deposit Insurance Corporation
Melissa Marts	mmarts@ppacg.org	Pikes Peak Area Council of Governments: Program Development Administrator
Whitney Nettleton	whitney.nettleton@denvergov.org	Adult Protective Services Program Administrator, Denver Human Services
Troy Larson	troy.larson@state.co.us	Colorado Coalition for Elder Rights and Abuse Prevention: SUA Program Specialist
Jane Walsh	Jane.walsh@denverda.org	Denver District Attorney: Attorney
Stephanie Salazar-Rodriguez	stephanie@milehighhealthalliance.org	Mile High Health Alliance: Regional Health Coordinator
Lena Fishman	Lena.Fishman@coag.gov	Colorado Office of the Attorney General

Agenda:

Whole Group: Welcoming Remarks, and StopFraud Presentation:

- Stop Fraud Colorado/ No Más Fraude Presentation from Efrain Bueno (TITLE) & Jacqlin McKinnon (Marketing & Communications Specialist- Consumer Protection Office of the Attorney General)
 - Be aware this year of the sweetheart scam that comes up around Valentine's Day every year.
 - Question: What about people who do not know how to navigate technology to report fraud?
 - *Stop Fraud with AAA have Tele-townhalls that reaches about 40-60,000 people every couple of months*
 - Monthly Bulletin from Stop Fraud
 - Denver Van Connects that drives to various communities to hand out literature where people have difficulty accessing helpful information regarding financial literacy and reporting scams/fraud.
 - Question came up regarding with the Census occurring in March, are there resources for people so that they know when it is a scam?
 - Yes, Stop Fraud has information that people can look at so they are not filling out things that are not a part of the official Census, as well as conducting outreach to make sure the word gets out. Other groups in the room are doing the same.

Work Group Breakouts:

Community Engagement 2/6/2020

Attendance & Updates

On phone:

- Stephanie Salazar-Rodriguez (Mile High Health Alliance: Regional Health Coordinator): Has been on call with a Census group to discuss fake material, document with Census Fraud-Stop Fraud has info
- Gina Vincent (Federal Deposit Insurance Corporation FDIC): *free of charge*
- Troy Larson (Colorado Coalition for Elder Rights and Abuse Prevention: SUA Program Specialist): Quarterly training for caregivers that deal with elder abuse, common care, financial abuse, etc.

- Jane Walsh (Denver District Attorney: Attorney): Her office is currently hiring a bilingual outreach worker

In-person:

- Rebecca Laurie (Department of Regulatory Agencies: Director of Communications): working with financial professionals and law enforcement
- Amy Delpo (Denver Public Library: Administrator of Older Adult Services): Can promote and do outreach through her role
- Gerald Hamel (Make a Chess Move): *Events coming up*
- Rebecca Perl (AARP: Elder Watch): April has Money Smart Week and is chair for Colorado, contact if interested in getting involved.
- Celia Reyes-Martinez (Office of the Attorney General): first week of March to do a Spanish outreach radio interview for consumer protection, does general bilingual outreach
- Marydean Punks (Boomers Leading Change): EXPERIENCE U February Presentation (\$10) Policy & Legislation Scenarios for Colorado's Older Adults in 2020 February 20th at Carla Madison Recreation Center. A Little Help
- Khristine Rogers (Senior Planet: State Director): Working on workplace initiative with financial and workplace impact, the Lowry Hanger Tech Center
- Mark Hockenberg (NextFifty Initiative): They are a funder focused on aging, they are on 6th grant cycle (2 cycles a year).
 - Community Response Fund, Census Outreach fund (\$750,000), and Collective Impact Challenge which funds 3 partners collaborating and is the only one not open yet
- Cathy Law (Retired Senior Volunteer Program: Project Manager): Volunteers of America, constant projects
- Kathleen Schoen & Emy López (Colorado Bar Association): Access to Justice Grant & needs to live (12th & 4th judicial district, districts triage)
 - Community capacity building, with website focused on seniors (5 major areas and 28 specifics), partner can call you back when you inquire about something to make a connection
 - ColoradoResourceNetwork.com
- TJ Blair (Denver Police Department Major Crimes, Fraud Unit/Special Victims Unit: Sergeant): For the sweetheart scams, scammers tell people not to share anything with anyone else so you may have to dig deeper to find out what is happening if someone is experiencing a scam. If an older person knows BitCoin, be alarmed. Scams happen over time
- Linda Loflin Pettit (Denver City Attorney's Office: Prosecution and Code Enforcement): has a federal grant with APS and DPD in order to go to an individual's home to report to spread out support

Squads Activity: An intern from the Office of Community Engagement in the Office of the Attorney General, Josie Brady, compiled next steps for the work group based on the December 2019 Google Survey results. This resulted in the creation of three "squads" to focus the group more on tasks everyone can be doing, being effective with participation from everyone within the work group. The squads are as follows:

1. Information & Inventory Development
2. Engagement & Networks
3. Diversity

The descriptions of these squads' purposes are on the document that was passed around (electronic copy is available) and then everyone was asked to come up with ideas for each squad and to identify which squad they would like to be part of. This is in addition to the listed ideas/many organizations to involve from the Survey results. Notes are below:

1. Information & Inventory Development:
 - a. Start with state and government agencies and non-profits we work with
 - b. Quarterly published booklet & website with resource map sent out to senior centers, meal sites, retirement facilities, etc.
 - c. Potential hub? Coloradoresourcenetwork.com. Connecting/informing partners.
 - d. **Interested members:** Rebecca Perl & Emy López
2. Engagement & Networks:
 - a. Churches, Service providers across the state
 - b. Through Boomers Leading Change constituency base of 2000+, they can spread the word
 - c. **Interested members:** Marydean Purves, Mark Hockenber, Rebecca Laurie, TJ Blair & Gina Vincent
3. Diversity:
 - a. Reach out to refugee resettlement organizations, faith communities, schools
 - b. Colorado African Organization & Asian Pacific Development
 - c. **Interested members:** Khristine Rogers, Celia Reyes-Martinez, Amy Delpo & Linda Loflin Pettit

Statewide Marketing: Financial Security Coalition

Statewide Marketing Working Group Minutes 2/6/20

- **Introductions/Welcome**
- **Review Goals:**
 - Coordinating a robust consumer protection campaign. This group would consider sharing Stop Fraud's work with other state agencies as it relates to older Coloradans and exploring collaboration on that front. It would also work on the strategy to collaborate with all state agencies and organizations in the elder abuse space across the state.
 - Create a statewide communication strategy with a common vision for consumer protection and financial security for older adults.
- **Discuss Upcoming Consumer Outreach Campaigns and Existing Statewide Campaigns**
 - February – Romance Scams
 - March – foreign lotteries/sweepstakes
 - April – Financial Literacy Month
 - May – Older Americans Month
 - July – Month of the military consumer
 - AARP's ElderWatch
 - StopFraud
 - Trainings in banks
- **Agencies and Organizations – who should receive the information?**
 - Specific organizations, contacts
 - Frequency of alerts
 - Method of alerts
 - social media
 - email list
 - website post
 - consumer fraud bulletin
 - press release

Top Scams:

- IRS
- Grandparent
- Tech Support
- Federal Government
- Home Repair
- Foreign Lottery
- Magazine Sales
- Timeshare Resale
- Charity Fraud

- Identify Theft

Attendance:

Keylen, BBB Denver - Media and Marketing –

Jacqlin – StopFraud

Mark – AARP Elderwatch

Jans – Consumer Protection

Melissa – Pikes Peak AAA

Stop Fraud – consumer protection campaign in and of itself

Jans – include ElderWatch and Stop Fraud

Put in place methodology and systems (not messages)

Create the Infrastructure - Distribution coalition

Library system (counties)

Community/Junior College – webinars, video conferencing

Community banks, and CO chartered banks

Cyber fraud program at 1st bank very interactive

Alpine Banks

AAAs, existing

Messages:

List above and...Consumer Fraud Bulletin – constant contact distribution lists

Mobile consumer protection, checkout counter kiosks, printed materials updated

Community Engagement Group is creating a resource guide for who to reach out to

ElderWatch 2020 Campaigns – shredding events throughout the year (5)

Identity theft presentations paired with it

Credit report check – annual check at libraries

Research survey – what scams have you come across?

Tele-townhalls

Presentations – financial literacy

Message out to more people

StopFraud's website, ability to share story or file complaint. Share the message that that's where people can go.

Leah Action Items:

Create a spreadsheet to track organizations and contact information

Talk to Jacqlin re: Branding – create a logo? Brand guide?

Introduction letter/email – who is FSC, what is the future goal, what is happening now? Why should you share the content we distribute?

Next Meeting: May 14th, 2020, Details to come