

MINUTES

Council on Aging - Marketing and Outreach Committee

April 13, 2017

Senior Center

230 Webster St.,

Marshfield, Ma 02050

ATTENDANCE: Maureen Rosenberg, Joan Weinman, Paul Winget and Carol Hamilton.

CALL TO ORDER: The meeting was called to order at 10:15 AM.

APPROVAL OF MINUTES: Joan makes a motion to approve the minutes of December 2, 2016 and January 12, 2017. Paul seconds the motion. Motion passes.

DISCUSSION: The general thrust of our marketing effort is to increase participation at the Senior Center. We intend to market the Council on Aging services and programs to the general public. We also want to promote volunteerism. We are curious as to the methods used by churches to reach out to the schools and to the youth. How does technology play a role? We should take advantage of the offer that Jonathan Grabowski of the local cable company made to create a video. A video is a great way to reach many people in the community that are not aware of the COA. We could also use it as a marketing tool for a town meeting. There could be stories from patrons, instructors, volunteers, staff and board members. Our website and digital foot print is modest at this point. The content of the website has to be kept up with. Lynn the office manager will assist with this. We could post small videos on face book. The newly formed technology committee could assist with various aspects of the marketing efforts. There are several good candidates for the marketing committee.

Did we include the media as a marketing partner? This could include the local newspapers and WATD and local cable television. It was decided that we would follow up with Jonathan Grabowski on the video idea. There are many ways to utilize local cable whether it is a video, live shots at events and interviews

NEXT MEETING: There was no date set, but tentatively the committee hopes to meet in June.

ADJOURNMENT: The meeting was adjourned at 11:45 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging

