

MINUTES

Council on Aging – Marketing/Outreach/Technology Committee

July 26, 2023

Senior Center 230 Webster St. Marshfield, MA 02050

ATTENDANCE: Ben Bembenek, Maria Maggio, Barbara Van Houten, Cindy Dabkowski, (staff) and Carol Hamilton (staff) A Quorum was present.

CALL TO ORDER: Barbara called the meeting to order at 9:49 am.

APPROVAL OF MINUTES: Ben moves to approve the minutes of April 18, 2023. Maria seconds the motion. Motion passes.

1. Marketing Plan for 2023- – Review and update our detailed action plans
 - a. Section 1 – Attract key groups
 - 1) COA Brochure updated and Transportation Completed take off the plan
 - 2) New Logo now being used everywhere or as brochures take off the plan.
 - 3) A member suggested the idea of short commercials that target certain topics like the 20 year anniversary.
 - 4) Suggestion to target activities by groups such as LGBT or to men.
 - 5) If we develop a template then use that template for everything.
 - b. Section 2 – Support caregivers
 - 1) Social Day Brochure updated and take off
 - 2) Caregiver survey complete.
 - 3) Consider promoting Social Day in an email blast in August.
 - 4) Take off tasks that were completed in this section.
 - c. Section 3 – Homebound, disabled
 - 1) Once we create business list, consider reaching out to applicable businesses to promote available social services.
 - 2) Involve student interns in outreach and getting the word out about the COA and the programs.
 - 3) Getting ready to implement mental health grant to do outreach to residents and participants.
 - d. Section 4 – Financially Disadvantaged
 - 1) Take off targeting reps for we are all in this together, this did not work and it may be something we organize ourselves.
 - 2) We are working on a technology grant with EOEA. . This may help people that have not been able to access the Web or may not have funds to purchase equipment. We have not gotten any word from EOEA as to awards.
 - 3) Students will help with Fuel Assistance Applications and SHINE.
 - 4) Working with the AARP Tax Program to expand Income Tax Preparation to recruit additional volunteers and to get the word out to Marshfield residents.
 - e. Section 5 – Targeted Partners
 - 1) Consider doing tailored informational packets to the business. We already did social day. What type of incentives are there for the businesses to get involved? Boosters are gearing up to have a business membership.
 - 2) The COA and Talking Information Center working together and will explore a program to record and read over the air from the Senior Center.
 - 3) Clean up this section and take out completed items.

NEXT MEETING: The next meeting will be September 5, 2023.

ADJOURNMENT: Maria made a motion to adjourn at 11:03 am..Ben seconded the motion. Motion passes.

Respectfully Submitted, Carol Hamilton, Director Council on Aging