

MINUTES

September 8, 2017

Council on Aging - Marketing and Outreach Committee

230 Webster St.,

Marshfield, Ma 02050

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

CALL TO ORDER: The meeting was called to order at 9:15 AM.

APPROVAL OF MINUTES: Martine makes a motion to approve the minutes of August 29, 2017. Joan seconds the motion. Motion passes.

DISCUSSION: The group reviewed the video draft and made comments. Does the video show people doing things such as cards, Zumba, chair yoga, chess, pool, blood pressure clinic, and other activities? The video must be compelling. A member of the group suggested not using the word elders and instead use the word "seniors" in place of it. The goal of the video is to target Boomers and to increase the participation of this group. Boomers were born between 1946 and 1964. That is the group we want to support the Senior Center Building expansion and to attract new volunteers. We have to stress the importance of offering services and programs that improve the senior's mental and physical health. We have to use a multi-faceted approach in order to target different groups of people. It will also be important to highlight the Lifelong Learning program that will be a draw to the boomers and new people.

The Marketing Committee felt that we should structure the video so that there is an introduction to the Senior Center and a little about who we are. We should educate the public about the activities and services that are offered in Marshfield. Showing the video with activities with a voice over to explain the programs would be the best way to present it. We should also make sure we get shots of some of the activities and how we are bursting at the seams. We should do a wrap up at the end to summarize some key points. For example, in the video draft there were too many talking heads and there needed to be more action shots. The key is to target the most active and well attended programs to showcase. We need to illustrate that there is a diverse group that participates now. We also feel that voice overs and music should be used throughout the video. The video has to be shortened so that people do not lose interest. We have to agree on a structure to the video and convey our ideas to the person that will be helping us edit the video.

We will ask the Community TV staff to come back to film additional classes that we identify would be good for the video and we will put together some talking points that lend itself to how we would like it structured. We also need to put in some statistical information of how many people use the Senior Center on average. The daily average is between 175 - 200 people. We should also highlight the Link newsletter as a service. We also have to think more about how we reference "the Senior Center". Do we simply call it "the center"? How do we reference seniors and could we use the words "older adults"? Could we refer to the group as the "55 and beyond"? Do we refer to the senior users as participants or patrons? Most importantly we want to convey that the center is a vibrant and evolving organization that people will want to utilize.

The group did some editing on the video and Maureen will meet with Jon Grabowski, Director of Community TV to discuss the suggestions. Maureen will also work with the staff such as Marilee to look more closely at activities and to arrange for more staff interviews. We need to get a picture of the parking lot. We are hopeful that the edits can be made in time for the September Board meeting.

NEXT MEETING: The next marketing meeting will be determined at a later date.

ADJOURNMENT: The meeting was adjourned at 11:20 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging

