

## MINUTES

August 20, 2018

Council on Aging - Marketing Outreach and Technology Committee

230 Webster St.,

Marshfield, Ma 02050

The Marketing Committee meets quarterly to update their plan in Jan, April, July and October.

**ATTENDANCE:** Carol Hamilton, Maureen Rosenberg, Barbara Van Houten and Paul Winget.

**CALL TO ORDER:** The meeting was called to order at 11.08 AM.

**APPROVAL OF MINUTES:** Barbara makes a motion to approve the minutes of April 5, 2018. Maureen seconds the motion. Motion passes with one abstention.

**DISCUSSION:** The Marketing Committee came together to review the Quarterly Plan dated April 5, 2018.

### Target Partners.

1. Youth Groups - #2 - Put the word "completed" under status section. for # 1, for one heart many hands. #2 Change to Phase 3 funding approved for the CPC Outdoor recreation project. #3 add completed after the MFL clean-up, put deferred under the school reading program. Under the action plan add: Contact the High School Technology Club and collaborate on another teaching session at the Senior Center. Add "Family Fun Walk" scheduled for September 22, 2018.
2. Health Care Organizations # 5, Pharmacies & Health Care add Medical Professionals and Insurance Providers  
Combine this with #5 which will become 4.
3. Small Businesses, Attorneys & Local Chamber of Commerce # 1 - In the Action plan due to a change in the committee the marketing day and developing incentives for business have not been completed. So in status write in not completed. Under the same section leave in the idea of developing an inventory of local businesses and collaborating with business for fundraising. Add another item to this section: consider having a booth at the Marshfield Fair and the Marshfield Farmer's Market. Take out the #1 under the stats about forming a technology club as this has been merged with Marketing. Add that the Boosters will hold a craft fair with local businesses and artisans on November 3<sup>rd</sup>. Add for #2 that the COA has scheduled a technology fair for October 15<sup>th</sup>. Add that the COA will host another job seeking encore group this September 2018 through June of 2019. One of the new initiatives will be to network with businesses and invite them to the encore group. This will help businesses to hire mature workers and will help mature workers to find jobs. The Chamber of Commerce is going to be one business target for the group leader for the Encore program. Add a # 7 to the status which suggests posting a board or flyer at CVS as the Boosters did for the Fashion Show.
4. State and Local Government #4 change to #3 - Under the Action steps change the word held to hold and change and reword to annually. Under the same section add that we need to meet with the BOS in the fall of 2018 to announce the completion of the Umass study. Under the status add that we have successfully advocated with our state organization MCOA for a Formula Grant increase for FY 2019. Under the status section add that we have scheduled a candidate's breakfast for September 10<sup>th</sup> 2018. Add that the COA Chair and Director met with TA about current initiatives on 7/31/18. Add the word completed to the video, Facebook project and adding the two TA's to the CIC.
5. Medical & Health Professionals, Insurance Providers, Pharmacies - #5 make it #4. Add a # 6 (100 cups of coffee campaign. Barbara said that there is a business model for this and will look up the suggestions for it and print it out. In the status section add completed to the health fair, leave in the article in Blue Cross; add that the COA offered an evidence based "Tai Chi" course in Coordination with OCES. Add that we are offering 3 Flu Clinics in coordination with Osco Pharmacy Fall of 2018. Add that the COA will offer training for caregivers who are caring for loved ones with dementia or Alzheimer's.

6. The Media - # 6 is now #5 Under the Action Item Section add that we should; meet with the editor of the Mariner, we should meet with the local radio station to discuss publicity in order to share what is happening at the COA, we could meet with the local cable show to discuss new opportunities, add to build and e-mail list. Barbara will assist the staff with an e-mail list. Add to the status section; Met with James Kukstis of the Marshfield Mariner August 8, and discussed how best to publicize COA news. Add that the COA video is still airing and will be featured at the COA's "Fifteen Year Anniversary", add cooking show with our instructor is ongoing and add that the local Booster Fashion Show was filmed and is playing on MCTV.
7. Service Clubs, Veterans & Churches - # 7 is now #6. We added the churches to this group from another section. Add in the action plan that we will invite churches and other organizations to meet at the Senior Center periodically, add that we make an effort to send publicity to the local church bulletins and we will publicize their events in our newsletter if possible. Take out Rotary event in June of 2018 as it was not completed.

**Targeted Consumers Section:**

1. Seniors 60 plus and newly retired # 1 and combine this category with the #5 the baby boomers. Add to the action plan #2 Develop new boomer friendly activities. # 3 Offer a meet and greet for new retirees to tell them what the Council on Aging has to offer. It was noted that volunteering is an important entry point in attracting Boomers / newly retired seniors to the SC. In the status section change the Lifelong Learning Date to fall of 2018, change the date of the Encore Grant to 2018 - 2019. Note the Umass survey had now been completed. Note that the retirement workshop was completed this summer 2018.
2. Caregivers - #2 Add under the action plan #2 Develop additional ongoing caregiver programs. In the status section put the word completed next to the Savvy Caregiver Training. Put completed next to the Umass Study and the caregiving data. Add a # 3 to read that we are offering a Dementia Caregiver Training in September 2018. Add a # 4 that we have started in ongoing Memory Café Program.
3. Homebound/Disabled and Oldest of Old #3 add in the status section that we added a library delivery service two times per month at the Senior Center for those without transportation. Add that the new student intern will begin her work on continuing to promote the Friendly Visitor Program 2018/2019.
4. Financially Disadvantaged #4 - Add a # 6 to the action plan that includes exploring affordable housing options/ See the strategic plan for more information. Under the status take out the reference to the new Senior Aide position and update the date for the new Encore Program. Change the date for the new intern and add that we have not completed our work with MTCV regarding discussing possible programming regarding COA programs.
5. Baby Boomers #5 - add this to # 1 and eliminate this category. Add in any status information from #5 to # 1.

**THE NEXT MARKETING MEETING:** The next Marketing Meeting was not scheduled.

**ADJOURNMENT:** The meeting was adjourned at 1:35 pm.

Respectfully Submitted,

Carol Hamilton, Director  
Council on Aging