

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

August 10, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Tom Halliday, Bill Lyons, Joan Weinman and Carol Hamilton.

**CALL TO ORDER:** The meeting was called to order at 9:05 AM.

**APPROVAL OF MINUTES:** Joan makes a motion to approve the minutes of June 25, 2015 and Tom seconds. One abstention and motion passes.

**DISCUSSION.** There was lively discussion about implementation of the Marketing Plan. The group spoke about the Marketing Plan and focusing on outreach to the local business. Tom spoke with Jonathan Grabowski and Ashley Stanford regarding working with the Chamber of Commerce. Potential dates were identified for Tom's proposal of a "Marketing Day. The dates that might work for the Senior Center would be; Oct 15<sup>th</sup> and October 19 from 1:30 to 3:30. The Marketing day would be a day for the businesses to showcase their products and services at the Senior Center. Jonathan and Ashley liked the idea and Tom explained he would go back to the Marketing Committee to discuss these ideas. Jon and Ashley will identify which business would be most likely to participate and make a commitment to an exhibit. The next step is to compose a letter. This is so that Jon and Ashley will know what we will be sending their members and give us recommendations. We would also promote those participating businesses in the Mariner. This event will require a great deal of organizing and set up. The COA activities coordinator could assist Tom with organizing the vendor fair if it comes to fruition. An event like this may actually help to increase the membership for the Chamber which may be an incentive to them. Would businesses outside the Chamber be invited? Is there a possibility that it would be a recruitment tool to increase membership in the Chamber?

The Chamber also inquired about an "After Hours Event" at the Senior Center in the spring of 2016. This is a great opportunity for local business people to network and get to know better what the Senior Center offers. The issue might be that alcohol is not allowed at the Senior Center, as it is town property. Could we use the Daniel Webster Estate for part of that event? Tom will be absent at the next Board meeting so Martine will give a report. We will distribute a copy of the new marketing plan to the COA Board. A copy will also go to Marcy for the accreditation plan.

**NEXT MEETING:** There was no future meeting scheduled at this time.

**ADJOURNMENT:** The meeting was adjourned at 9:50 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging

