

MINUTES

Council on Aging - Marketing and Outreach Committee

June 25, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

ATTENDANCE: 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: Bill makes a motion to approve the minutes of June 15, 2015 and Tom seconds. Motion passes.

DISCUSSION. There was lively discussion about the Marketing Plan. The previous formatting on the Marketing Plan proved difficult to amend but is being worked on. In the meantime, hand written changes were inserted for the Committee to review and comment on. Is there a list of newly retired people that we could locate? If there is not an actual list how do we identify new retirees? Could we obtain a list of retired teachers? For example, we recently read that there are 25 teachers retiring this fiscal year. One idea would be to insert an article in the Link about visiting your Senior Center if you are newly retired.

How do we let seniors know who are business partners are? How can they support our business partners and get those business partners to encourage participation at the Senior Center? Some businesses have special offers or discounts for seniors. Seniors could use our swipe card as identification for business discounts with the partners. Incentives could be published in the newsletter and it could appear in a consistent location. A letter could be sent to businesses asking them to partner with us. The small businesses would be relatively easier to work with than the larger corporations. Social media is an effective way of marketing the COA services and networking with local businesses. Social media can be used for many purposes including the recruitment of volunteers. It is also a good vehicle to reach younger people that may not be familiar with the Council on Aging. We could also work closer with the schools and guidance departments to promote volunteerism.

We discussed the Editor's idea about writing a monthly column in the Mariner. Could we recruit someone to help us write a monthly column on various topics of interest? How else do we promote the COA? Some communities use bumper stickers such as the Lakeville COA. The bumper sticker read; "Someday you'll Join Us". We need to change the date of our plan to June 25th. Under small businesses we could add the task of developing a senior discount list for merchants. The State and Local government category would become # 4. The target completion date for #4 would be ongoing as well as #5. Is there any appropriate area on the plan to stress the fact that we are a preventative maintenance organization or should it be included in our promotional material? The committee suggested we add newly retired to the 60 plus group category. We will also combine homebound and the oldest of old on the marketing plan. We decided to eliminate the minority category and focus on other consumers. The group suggested that our work may overlap and benefit more than one of our target partners or consumers.

NEXT MEETING: The next meeting will take place on Monday, August 10, 2015 @ 9:00 AM.

Adjournment: The meeting was adjourned at 10:30 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging