

MINUTES

Council on Aging - Marketing and Outreach Committee

June 8, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

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

CALL TO ORDER: The meeting was called to order at 9:00 AM.

APPROVAL OF MINUTES: There was no vote on minutes.

DISCUSSION. The Group discussed the urgency of putting together a plan so that the Accreditation Committee and the CIC could review it. Joan Weinman and Martine Anderson put together some specifics on the Marketing Plan, but due to time constraints not all of the ideas could be discussed. The members agreed that we need a longer working session to try and complete the plan. The group was not sure how much information to include about what we are currently doing verses what we need to accomplish. How detailed should the information be? The group looked at all of the services listed that are on the website. How does it relate to the Long Range Plan or the Marketing Plan? We had picked a few target populations to focus on but the group felt we should try to fill in the entire plan with what information we could.

The committee talked about working with the Rotary Club and other service groups that worked with local businesses.

Tom presented information about appealing to local businesses. He suggested the following pitch: We are looking to identify the local businesses in Marshfield who would benefit from participating in a campaign to raise awareness among the residents of Marshfield to the benefits of participating in the activities offered at the Senior Center. Did you know that seniors make up 20% to 25% of Marshfield's total population of approximately 25,000? Offering incentives to Senior Center participants may increase your business volume. If you feel that you have a product or service that seniors can use then we would like you to consider participating in a merchants' day at the Senior Center. There will be an event where merchants can meet with those who frequently attend activities at the Senior Center and those who are curious to learn more about what is offered to them. We could ask businesses whether or not they could participate in a merchant's day and to partner with the COA in this manner.

NEXT MEETING: The next meeting will take place on Monday, June 15, 2015 @ 8:45 AM.

Adjournment: The meeting was adjourned at 10:00 am.

Respectfully Submitted,

Martine Anderson, Member of the Marketing Committee

clh

