

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

April 13, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

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

**CALL TO ORDER:** The meeting was called to order at 9:10 AM.

**APPROVAL OF MINUTES:** Martine moves to accept the minutes of March 16, Joan seconds the motion. Bill abstains. Motion passes.

## **DISCUSSION:**

Elevator Speech Draft: The group looked at the 5 revisions that Tom provided. The fifth one is new and dated 3/24/15. It read; we provide a preventive maintenance program that addresses the physical and psycho-social needs of seniors and other residents of Marshfield. The Senior Center offers a place for people to socialize and expand their knowledge by learning new skills and interests as well as sharing their life experiences that enrich all of our lives.

The group thought we should take out the words “physical and psycho-social”. The word “needs” is enough to explain the idea. The group felt that they wanted to go with this last revision as we have been working on this for some time. Joan Weinman made a motion to adopt the revision dated 3/24/15. Bill seconded the motion. Motion passes.

Joan reported that work is coming along on the school reading program. She is very pleased with the work that Donna Weinberg has done lining up volunteers for the program. It may not get off the ground until the fall.

Tom broke down the marketing plan into lists entitled; Target Partners, Targeted Consumers, Objective Needed, and Action Plan. We began to go down the list. We talked about youth groups, under objectives and decided change it to “youth” instead of the word “students”, also under the action plan add the phrases “providing enrichment programs” and “community events”. Interacting with youth signifies intergenerational activities or encouraging activities between two age groups. We also discussed the clergy section and felt that improved communication should be added under objectives, and under the action plan to have the clergy meet periodically at the COA.

Other ideas of marketing discussed were encouraging small business to advertise in the Link as a COA partner. Incentivize business and COA participants in order to encourage participation and help the merchants rev up business. Another idea was to put a section in the Link where church news can be shared. We could also do the same with the schools. However we would have to find a simple vehicle to

accomplish this. Tom will get a list of members of the Chamber of Commerce and plans to do a face to face with each of them. We could also consider adding "5 things to do in Marshfield this month". This could be for seniors or intergenerational activities. The Mariner has this section such as this on their second page each week. We could use this to periodically submit our ideas when we have an event.

For the next meeting, the committee members will pick three partners and one consumer group that they think we should focus on.

**NEXT MEETING:** The next meeting will take place on Monday, April 27, 2015 @ 9:00 AM.

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

Respectfully Submitted,

Carol Hamilton, Director Council on Aging