

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

April 27 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

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

**CALL TO ORDER:** The meeting was called to order at 9:04 AM.

**APPROVAL OF MINUTES:** There was no vote on minutes.

**DISCUSSION:** Tom thanked student intern Amanda Ford for her service to the committee, as this is her last meeting with the committee. Tom has gotten the list of Chamber of Commerce members from their website. There are about 174 businesses that belong. Tom will decide which ones to target. He will call to see if there is any common ground with the businesses. He will then follow up with those that are interested. It was suggested that perhaps we mail some marketing materials with that phone call. Tom suggested he could deliver the materials in person. These materials could include our brochure, a bookmark, and our newsletter. Joan suggested that if we work with the schools we have to jump in at the beginning of the school year. We could put the health fair in the school bulletin. Joan will talk with the superintendent's office about putting the health fair in their bulletins. We talked about the churches and community dinners and found they were not as well attended as anticipated. Transportation in the evening seems to be a barrier to people attending. Are people retiring earlier or are they working longer? The Boomers seemed to be busy and do not need the Council on Aging at this time. We talked about minority groups but cannot find a common thread to locate the groups. There are some Brazilian, Indian and Cape Verde Cultural Groups in town. Tom felt that the Caregiver Category should come second after those that are age 60 and over. Caregivers need respite services. Old Colony Elder Services provides many services for Caregivers and to anyone who just needs information. We could rank our consumer groups 1) 60 and over group 2) the Caregivers 3) Homebound 4) Financially Disadvantaged 5) Oldest Seniors 80 plus 6) Boomers and 7) Minority Groups.

The three Partners Groups are; Small Businesses, Clergy and Youth. For the next meeting the committee will fill in all of the information for each target groups identified.

**NEXT MEETING:** The next meeting will take place on Monday, June 8, 2015 @ 9:00 AM.

Adjournment: The meeting was adjourned at 10:20 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging