

## MINUTES

Council on Aging – Marketing/Outreach/technology Committee

April 6, 2022

Senior Center 230 Webster St., Marshfield, Ma 02050

**ATTENDANCE:** Dave Cheney – At Large, Maria Maggio, Lynn Gaughan, Carol Hamilton, Nancy Currie and Barbara Van Houten

A quorum was present.

**CALL TO ORDER:** The meeting was called to order at 10:06 am.

**APPROVAL OF MINUTES:** Barbara moves to approve the minutes of the meeting for February 13, 2020 Lynn seconds the motion. The motion passes.

**MEETING OBJECTIVE –** Quarterly review of our Marketing plan. Start the process of updating our plan for 2022

## MEETING OUTCOME

Marketing plan update:

### Section 1: Seniors 60+, Newly Retired

Status: We agreed to the following five categories for our activities column (column four)

1. Focus group
2. Open house
3. Web site
4. Brochure
5. Promo video

Next steps:

1. Update the title for section one (first column) – Carol
2. Create the activity statements for our five categories in column four, at our next meeting

### Section 2: Caregivers

Status: We agreed to the following two categories for our activities column (column four)

1. Increase awareness of social day offering
2. Explore partner connections, Example: churches, schools, senior living residence.

Next steps:

1. Refine the activity statements for our two categories in column four, at our next meeting

### Section 3: Homebound/Disabled and Oldest of Old

Status: We agreed to the following three categories for our activities column (column four)

1. Video, home cable
2. ID where they are; meals on wheels, Apartment assisted living, transportation
3. Public safety; fire department, pharmacist, town nurse - partner, to id home-bounds

Next steps:

1. Refine the activity statements for our three categories in column four, at our next meeting

### Section 4: Financially Disadvantaged

Status: We agreed to the following four categories for our activities column (column four)

1. Link, website, WATD, cable, flyer in meals on wheels, food pantry, sowing seeds, library, banks, schools
2. Inform people who are and are not aware of financial programs
3. Promote within the center, for those who don't know

4. Partner with other groups, to identify those in need

Next steps:

1. Refine the activities statements for our four categories in column four, at our next meeting

Other actions

1. Carol will update the section titles, in column one, as discussed in our meeting
2. Maria will create our team calendar, for review at our April 27<sup>th</sup> meeting
3. David will create a proposed objective and agenda for next meeting

Other notes

1. Consider simplifying or merged the Partners section with our Marketing Plan
2. Pursue reinstating the memory café – Should be under Age Friendly team

**NEXT MEETING:** Our next meeting will be April 27, 2022 @ 10:00

The quarterly review for the Strategic Plan should be done in January, April, July, and October.

**ADJOURNMENT:** The meeting was adjourned at 12:10 pm. Motion passes unanimously.

Respectfully Submitted,

Dave Cheney and Carol Hamilton, Director