

MINUTES

Council on Aging – Marketing/Outreach/technology Committee

April 27, 2022

Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: David 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 10:03 am.

APPROVAL OF MINUTES: Nancy moves to approve the minutes of the meeting for April 6, 2022 and Maria seconds the motion. David abstains. The motion passes.

MEETING OBJECTIVE – Continue the process of updating our marketing plan for 2022

MEETING OUTCOME

Marketing plan update – Reference the April 27, 2022 Marketing Plan document:

Section 1: Attract key groups

Status: We updated descriptions and added actions to the following five objectives

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

Next steps:

1. Start the process for pursuing our agreed-to actions, for each objective

Section 2: Support Caregivers

Status: We updated descriptions and added actions to the following two objectives

1. Increase awareness of Social Day Program and related activities
2. Identify and market with 3rd parties to identify people in need

Next steps:

1. Start the process for pursuing our agreed-to actions, for each objective

Section 3: Homebound, Disabled

Status: We updated descriptions and added actions to the following two objectives

1. ID where most vulnerable are; meals on wheels, Apartment assisted living, transportation
2. Partner with groups such as fire department, pharmacist, town nurse, to id home-bounds
3. Video, home cable

Next steps:

1. Start the process for pursuing our agreed-to actions, for each objective

Section 4: Financially Disadvantaged

Status: We agreed to the following four objectives

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 each objective's description and identify our actions, at our next meeting

NEXT MEETING: Our next meeting will be May 17th, 8:30 am.

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

ADJOURNMENT: The meeting was adjourned at 11:50 am Maria makes the motion and Nancy seconds the motion.
Passes unanimously.

Respectfully Submitted,
Carol Hamilton, Director Council on Aging