

MINUTES

April 5, 2018

Council on Aging - Marketing and Outreach Committee
230 Webster St.,
Marshfield, Ma 02050

ATTENDANCE: Martine Anderson, Carol Hamilton, Maureen Rosenberg and Barbara Van Houten

CALL TO ORDER: The meeting was called to order at 10:31 AM.

APPROVAL OF MINUTES: Martine makes a motion to approve the minutes of February 22, 2018. Barbara seconds the motion. Discussion the TIC should be in capitals. Motion passes with the correction.

DISCUSSION: The Marketing Committee reviewed the plan to help conceptualize how to move forward. One idea was to hold an open house for the new recreation area once completed. Another priority is to establish a time line for the new Senior Center Expansion Project. The committee felt that writing out the steps for the project would be helpful for the group. There will be a building committee appointed and there ideally be a development committee for fundraising and support. Once we know the steps, have the timeline, develop a consistent message we will then get the word out. The committee noted the relationship between Marketing and the Strategic Plan and thought about how they can best support those areas of goals and objectives. Carol will update the plan and distribute when ready. Maureen asked the committee to think about how we move forward with the plan. Should we move forward with the Clergy? One member mentioned that some Clergy may not be interested in collaborating. Should we plan another breakfast with the Clergy? Perhaps our marketing efforts should be focused on the expansion and educating the public about our programs. The Special Project Committee is working on a timeline with the town and the pieces are starting to come together for the expansion.

In general there is room for improvement in our publicity. We could do a spot on WATD about "What is Coming Down the Pike" periodically to peak interest or bring attention to an event or project. We also need to speak with the Mariner's Editor and local reporter to collaborate on how to work together to make sure that we get the word out about our programs and services. There could also be an editorial written. Carol will work on contacting the Mariner to see if we can set up a meeting to discuss submission of publicity. We could also see if we can advertise in South Shore Living.

Another area we could focus on is the café and putting together a business plan and looking at this more closely to see if we can offer a café particularly in advance of the expansion. This seems to be something that people are excited about and something we can build support around. Would this be the responsibility of the Strategic Planning Committee or someone else?

We may want to combine newly retired category with Boomers category.

THE NEXT MARKETING MEETING: The next Marketing Meeting was not scheduled.

ADJOURNMENT: The meeting was adjourned at 12:24 pm.

Respectfully Submitted,
Carol Hamilton, Director Council on Aging