

**October 22, 2018**

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

The Marketing Committee meets quarterly to update their plan in Jan, April, July and October.

**ATTENDANCE:** Martine Anderson, Carol Hamilton, Maureen Rosenberg, Barbara Van Houten and Paul Winget.

**CALL TO ORDER:** The meeting was called to order at 1:10 pm

**APPROVAL OF MINUTES:** Martine makes a motion to approve the minutes of August 20, 2018. Maureen seconds the motion. Motion passes.

**DISCUSSION:** The Marketing Committee came together to review the Quarterly Plan dated August 2018. The group discussed how to make it easier to figure out what has been done and what has not been accomplished. We can note when it happens and remove it the next time the plan is revised. Change the date to October 22, 2018.

**Target Partners.**

1. Youth Groups - #2 Take out #1, one heart many hands, take out the school reading program and take out the family fun walk. Add a clean-up event is tentatively scheduled with the Marshfield Youth Football League for fall 2018. Keep # 2 and add that the COA and MYBL are working on procuring the Phase III Outdoor Recreation Project.
2. Small Businesses, Attorneys & Local Chamber of Commerce # 1 - Take out # 1 under the action plan that refers to holding a marketing day at the COA. We will think about this idea for the future. #1 Change to Boosters held a successful craft fair on November 3<sup>rd</sup>. On # 2 Take out Technology Fair as that has been completed. Combine #3 and #4 regarding the Encore Group. Add that the COA meets with LPI once per year to generate new ads in the newsletter. Add a #5 and add that the director spoke to the Boosters regarding ramping up their effort to form a capital campaign.
3. State and Local Government #3 - Under the action plan take out # 2. Under the status take out information regarding COA Video. Take out # 4 regarding meeting with BOS in 2017. Add that the 15 year anniversary was held and that the town received the age emerging certificate from AARP. Add that the COA worked with the Fire department to present a fire safety informational session for Triad. Add that the Fire Drill was held on Monday Oct 1 and was successful. Take out #3 under the action plan. Add a date to the Umass completion. Add the nuclear training was held at the EOC on October 10th and November 7 2018 with a graded exercise. Add that we coordinated with DA's office to participate in a public safety luncheon on October 25, 2018. Add that the COA's and MCOA were able to advocate with the state for an increase from \$9.75 per elder to \$12 per elder.

Last item to add was the award of the money and support from MCOA and state funding to offer the Encore program for 2018 and 2019 seasons. Add under this section that the COA met with the BOS and presented the completion of the Umass Planning Study.

4. Medical & Health Professionals, Insurance Providers, Pharmacies - Add ongoing to each action step. Take out #1 for the Health Fair May 8<sup>th</sup> which has been completed, Take out # 2 fall prevention course - already completed and take out #3 on Lyme presentation, Take out # 5 and #6. Add a new date in October for the Dementia Friendly Training. Add another line for the flu clinics held in September and October with Osco Pharmacy. Add a line for the Chronic Disease Management offered in fall 2018. Add Lunch and Learn with OCES on October 25. On 8-12 add target completion dates or to be announced dates.
5. The Media - Take off #1 under status, as this has been completed. Take out # 3 and # 4 as these events have already been held. Add a line for coverage of the volunteer recognition and add a line regarding the article on the 15 year anniversary celebration and the BOS meeting on the Umass study and publicity from the Mariner and the Patriot Ledger.
6. Service Clubs, Veterans & Churches - Take out the Kiwanis Holiday event for 2017. Add the new date for the Kiwanis event in 2018. Under status add that the clergy was invited to the dementia friendly meeting on October 17<sup>th</sup>. Denote that the Senior Center expansion committee will evaluate the action plan with respect to potential involvement of churches or service clubs.

#### **Targeted Consumers Section:**

1. **Seniors 60 Plus, Newly Retired and Boomers** - Take out reference to Lifelong Learning fall of 2018 under status. Update the Encore information to include the 2018 - 2019 session. Take out #2 referencing the late fitness classes, as those have been cancelled. Take out the reference to the retirement workshop in April of 2018 as this has been accomplished. Add Volunteer Recognition held on October 13, 2018 with wonderful press coverage. Add that the Umass Study Completed and released to the BOS and the public on October 22, 2018 - which included the 50 plus population.
2. **Caregivers - #2** - Add that the memory café began in August and is being offered monthly - Next date is November 5, 2018. Take out the reference to the OCES Savvy Caregiver Training as this has already occurred. Dementia Friendly initial meeting was held on October 17 2018 to help people improve opportunities and outcomes for people with dementia. COA activities department is planning dementia friendly activities in their future planning endeavors.
3. **Homebound/Disabled and Oldest of Old** Take out reference to winter spring intern and add information about new intern for 2018-2019. The intern will seek out homebound and isolated elders in the community through the Friendly Visitor Program and Meals on Wheels. Add that the COA will add a new part time Social Service position through the State Formula Grant in the 2019 fiscal year.

4. **Financially Disadvantaged** - Add that there is a new organization that meets twice a year made up of social services and charitable organizations called Marshfield Helping Marshfield. The purpose of the group is to share ideas and to work together to improve outcomes and opportunities for the disadvantaged in the community. A staff member and a board member have attended one meeting so far. The next meeting is scheduled for November 15, 2018. Add that we launched a 3<sup>rd</sup> year for the encore program which will assist people with getting jobs. The program will run through June of 2019.

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

**ADJOURNMENT:** The meeting was adjourned at 2:45 pm.

Respectfully Submitted,

Carol Hamilton, Director  
Council on Aging