

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

June 15, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Tom Halliday, Bill Lyons and Joan Weinman and Carol Hamilton.

**CALL TO ORDER:** The meeting was called to order at 8:53 AM.

**APPROVAL OF MINUTES:** Joan makes a motion to approve the minutes of April 27<sup>th</sup> and June 8 2015. Martine seconds. Motion passes.

**DISCUSSION.** There was much discussion about the Marketing Plan. Make small businesses #1. We should do up a letter explaining how we envision the partnership working. We need to create incentives and entice people to come to the senior center and local businesses. It could be passing on a discount or a coupon of some type. It could mean a senior discount day such as a 10% in a local supermarket. This would energize the benefits to local merchants. The Committee also suggested combining some of the categories such as medical, health and pharmacies and then large and small businesses. The number one category for small business should also incorporate attorneys and Chamber of Commerce. We could conduct warm calls to attorney's offices once an initial letter is sent out. The individuals responsible would be the Marketing Committee and COA Staff. This is in the planning stage and could be completed in the fall of 2015. The number two category would be youth groups with the Marketing Committee and staff being responsible and under the action plan add some of the things we are currently doing such as the One Heart, Reading Program, Snow Shoveling and add sharing talents with the Boys and Girls Club. Joan is also working on an expanded reading program. The number three category would be the Clergy and the Marketing Committee and COA staff would be responsible. We could host a clergy meeting at least two times per year. The session should be designed for exchanging information and look for ways to benefit the churches. Perhaps the parishioners could be urged to use the COA services and programs. We could ask for a spot in their church bulletin and we could post church events in our newsletter. The status date would be to start in 2016. The Town Government category would be changed to Local and State Government. The goal would be to promote services of the COA. Another suggestion was to make certain that the pertinent groups receive the Link such as Capital Budget, Selectmen, Advisory and CPC boards or their representatives.

Do we collect data on the benefits we provide? How do we measure the benefits? Yes, we do collect data for the state and town. Much of this data is spelled out in the annual town report. These benefits or data need to be shared with the decision makers so that they can lend support to the COA. We need to thank the officials publically and perhaps hold candidate's forums. Other targets discussed would be new people moving into town, Ocean Shores and Proprietor's Green.

Carol will make changes to the Marketing Plan and bring it to the next meeting. The Accreditation Committee needs to have the Marketing Plan as soon as possible in order to move to the second standard. The Committee will try to complete the marketing plan at the next meeting.

**NEXT MEETING:** The next meeting will take place on Monday, June 25, 2015 @ 9:00 AM.

Adjournment: The meeting was adjourned at 10:25 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging