

## **MINUTES**

Council on Aging - Marketing and Outreach Committee

February 23, 2015

Senior Center

230 Webster St.,

Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Amanda Ford, Sheila Gagnon, Tom Halliday, Carol Hamilton, Bill Lyons Judy Welch and Joan Weinman.

**GUEST:** Jackie Powell

**CALL TO ORDER:** The meeting was called to order at 9:08 AM.

**APPROVAL OF MINUTES:** Martine moves to accept the minutes of January 12, 2015. Tom seconds the motion. Motion passes.

### **DISCUSSION:**

Elevator Speech: Tom discussed his various drafts of the elevator speech. Does the speech provoke questions? Tom added the phrase of the COA as a "human service agency", per a comment from the COA Board. He talked about combining partners and consumers for one speech. Amanda and Carol met separately and had more thoughts about the elevator speech. They will meet again with Tom and possibly incorporate some of these new thoughts. The Committee liked the speech in general. Martine liked the idea of community involvement. We want to emphasize the benefits but not be too wordy.

Elevator Speech Draft: We are a human service agency that creates opportunity for people to socialize and expand their knowledge by learning new skills and interests as well as sharing their life experiences because we are all important and each of us has a unique story to tell.

Marketing Plan: Amanda, Tom and Carol met to develop a marketing plan template. The Marketing Committee took a look at it. It was mentioned that the baby boomers were born between 1946 and 1964. One thought was to add the service clubs as our partners. These service clubs may include partners such as the Kiwanis, Rotary and Elks. These groups may also be a good link to the youth groups such as the Key Club with the Kiwanis and the Aktion Club with the Kiwanis. The Rotary works with RTR and the Friends Home. The Chamber is another great potential partner. Tom is planning to attend future meetings and get to know the organization. He will also try to familiarize the Chamber with the COA. One member asked about outreach to the Meals on Wheels clientele. OCES does some education and occasionally the COA sends out information. There is potential for more marketing to this group. What about the media? Joan is working with Lisa from the Mariner and is waiting to hear. There was a story in the Mariner about the weight group "Calories in Calories Out" but it was not significant as we had hoped. The Volunteer Coordinator sends out PSA's to the cable asking for volunteers. Jonathan Grabowski will do feature shows but is limited due to time constraints. Arnie Briggs is another option to ask him to film a story on the COA.

We need to plan the topic. The COA has done shows in the past about the services. One type of show could be a round table.

What is a senior? The official age per the state is 60 years old. Do we refer to people as participants or members? The group thought participants was a better term as there is no official membership required. Martine will check on the ESL classes at the high school. Amy Hamilton at the Library will translate some of our Materials such as the Link into Portuguese or Spanish. It is important to work with other agencies in the community. Martine brought COA brochures to Sowing Seeds. Do we need to reach out to people on the weekends as some of the groups work during the week? Minority groups are a concern. How do we locate and service these groups. Is there a need or demand for services and how much effort will be required to reach these populations? How do we reach the general elder population? Should we pick a couple of the target populations from the grid?

Sheila mentioned that there is a new pastor in Trinity Episcopal Church. He is from South Africa and one of his focuses will be on youth ministry. Perhaps we can work with him on this. Sheila will invite him to the COA. We could also focus on a local school such as the Daniel Webster. Questions arose about working with young students and it was suggested that an older group may be better. If we work with High School students such as the juniors and seniors they tend to be quite busy and will be off to college. Perhaps Junior High students may work better.

**NEXT MEETING:** The next meeting will take place on March 16, 2015 @ 9:00 AM.

Adjournment: The meeting was adjourned at 10:00 am.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging