

## **NOTICE OF PUBLIC MEETING:**

### **PUBLIC BODY: COUNCIL ON AGING - MARKETING/OUTREACH/TECHNOLOGY COMMITTEE**

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**DATE OF MEETING:** Wednesday, April 27, 2022

**TIME:** 10:00 am

**PLACE:** Senior Center, 230 Webster St., Marshfield, Ma 02050



**The Marketing Committee ideally meets quarterly on January, April, July and October.**

**Current Board Members: Nancy Currie, Maria Maggio, Barbara Van Houten, Lynn Gaughan (staff) and Carol Hamilton (staff)**

#### **AGENDA –**

1. Call to Order
2. Approval of Minutes for April 6, 2022
3. Review new time line Calendar that Maria created
4. Quarterly review of revised Marketing Plan for the “Targeted Consumers” - Reference our April 6<sup>th</sup> minutes
  - a. Section 1: Seniors 60+, Newly Retired
    - i. Review updates to our section title, from our April 6<sup>th</sup> meeting
    - ii. Review the agreed-to five categories for our activities column
    - iii. Create the activity statements for our five categories in column four, at our next meeting
  - b. Section 2: Caregivers
    - i. Review the agreed-to two categories for our activities column
    - ii. Refine the activity statements for our two categories in column four
  - c. Section 3: Homebound/Disabled and Oldest of Old
    - i. Review the agreed-to three categories for our activities column
    - ii. Refine the activity statements for our three categories in column four
  - d. Section 4: Financially Disadvantaged
    - i. Review the agreed-to four categories for our activities column
    - ii. Refine the activities statements for our four categories in column four
5. Quarterly review of the “Partners Marketing Plan”

6. Look at the two sections of the marketing plans and consider merging the two plans.
7. Next meeting
8. Adjourn

***Please note that the Board or Committee may act on agenda items in a different order than they appear on this agenda excepting for duly noticed and advertised public hearings which are scheduled for a specific date and time on the agenda which shall begin on or after the scheduled times.***

***Persons interested are advised that, in the event any general agenda matter taken up at this meeting remains unfinished at the close of the meeting, it may be put off to a continued session of this meeting without further notice by mail or publication. In the event a public hearing which has started remains unfinished at the close of the meeting, the Board or Committee may continue the matter to date and time certain with or without further notice by mail or publication.***