

**COUNCIL ON AGING - MARKETING/OUTREACH/TECHNOLOGY COMMITTEE MEETING**

**DATE & TIME OF MEETING:** MONDAY, JULY 11, 2022 AT 10:00 A.M.

**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 from June 7, 2022, meeting
3. Review of our timeline calendar – Maria
  - a. Identify updates, changes
4. Focus Group - Attracting men to the Senior Center - Lynn
  - a. Outcome of our June 14<sup>th</sup> session
  - b. Next steps
5. Partners Marketing Plan - Team
  - a. Review, for incorporating into our 2022 Marketing Plan
  - b. Complete our agreement for closing the Partners Marketing Plan
6. 2022 Marketing Plan - Reference our June 7<sup>th</sup> updated plan – David
  - a. Review and update our detailed action plans
    - i. Section 1 – Attract key groups
    - ii. Section 2 – Support caregivers
    - iii. Section 3 – Homebound, disabled
    - iv. Section 4 – Financially Disadvantaged
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.***