

NOTICE OF PUBLIC MEETING:

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

DATE OF MEETING: Tuesday, January 10, 2022

TIME: 1:00 pm

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



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

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

AGENDA –

1. Call to Order
2. Approval of minutes from December 6, 2022 meeting
3. 2022 Marketing Plan - Reference our updated plan –
 - a. Review and update our detailed action plans review the changes in red and blue from the December 6, 2022 meeting
 - i. Section 1 – Attract key groups
 - ii. Section 2 – Support caregivers
 - iii. Section 3 – Homebound, disabled
 - iv. Section 4 – Financially Disadvantaged
 - v. Section 5 – Targeted Partners
4. Discuss review of Brochures – Main Brochure first – then others
5. Discuss Progression of Business List
6. Distribute Social Day Flyers to applicable businesses - status
7. Social Service Insert for Tax Counseling Program – status
8. What about a general welcome packet.
9. Promo Video –
10. Next meeting
11. 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.