

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

DATE OF MEETING: Monday, April 29th 2024

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: Maria Maggio, Barbara Van Houten, Ben Bembenek and Carol Hamilton – Ex-Officio

AGENDA –

1. Call to Order
2. Approval of minutes from the September 5, 2023
3. Discussion with Booster Representatives on Business Development Strategies
1. Budget Shortfall Concerns
 - a. Running larger facility on fewer resources
 - b. Desire to create and expand programs
 - c. Need for steady funding source
 - d. Current Booster programs leveling off
2. Alignment of strategic plans
 - a. COA Marketing Committee Business outreach
 - b. Boosters are developing networks with businesses
 - c. Perfect time to align strategy
3. Role of the Boosters
 - a. Connect programs to business sponsors
 - b. Act as the conduit for developing matches
 - c. Already have pledged \$15K yearly for programming
 - d. Business Sponsorships could support others
4. Businesses will need recognition in return for support
 - a. Sponsorship credit given on program/publicity
 - b. Honor roll display of business sponsors in lobby
 - c. Recognition given on COA website
 - d. Monthly or quarterly recognition in Link
 - e. Business of the month highlighted in lobby (Scituate, Plymouth, Rockland)

4. Next meeting
5. 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.