

## NOTICE OF PUBLIC MEETING:

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

---

**DATE OF MEETING:** Wednesday, September 5, 2023

**TIME:** @ 9:30 am

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



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

Current Members: Maria Maggio, Barbara Van Houten, Ben Bembeneck, Cindy Dabkowski, & Carol Hamilton (staff)

#### AGENDA –

1. Call to Order
2. Approval of minutes from the July 26, 2023 meeting
3. 2023 Marketing Plan - Reference our updated plan –
  - a. Review and update our detailed action plans review the changes in red and update accordingly.
    - 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. Promo Video – update on virtual tour
5. Anniversary Celebration – Update
6. Next meeting
7. 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.***