



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### AGENDA OF PUBLIC MEETING OF THE MARKETING AD HOC COMMITTEE

Pursuant to A.R.S. 38-431-02, notice is hereby given to the members of the Governor's Advisory Council on Aging (GACA) and to the general public that the **GACA Marketing Ad Hoc Committee** will hold a meeting open to the public on Friday, March 11, 2016 immediately following the GACA meeting (1:00 – 3:00 p.m.) or as scheduled 3:10 p.m. to 4:10 p.m., **Arizona Department of Health Services Building, 5<sup>th</sup> Floor - Room 540, 150 N. 18<sup>th</sup> Avenue, Phoenix, Arizona 85007.**

The Committee reserves the right to change the order of items on the agenda.

### AGENDA

*The Committee will discuss and may take action on the following matters.*

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| I. Call to order, welcome, review & approval of February 8, 2016 draft minutes   | Trudy Schuett, Marketing Ad Hoc Chair                      |
| II. Formulation of Marketing Ad Hoc 2016 objective   | Becky Brimhall-Lepire, GACA Chair & Marketing Ad Hoc Chair |
| III. Review & discussion – draft brochure ideas<br>*Key points<br>*Age-friendly design<br>*Production costs & budget<br>*Timeline for completion | Marketing Ad Hoc Chair & All Members                       |
| IV. Ad review for AZ4A conference  | Marketing Ad Hoc Chair                                     |
| V. Consensus on plans moving forward   | Marketing Ad Hoc Chair & All Members                       |
| VI. Assignment of tasks & next meeting   | Marketing Ad Hoc Chair & GACA Chair                        |
| VII. Adjourn   | Marketing Ad Hoc Chair                                     |

This agenda is subject to change up to 24 hours prior to the meeting. A copy of the agenda materials provided to the Council on Aging is available for public inspection at the Council's office, 1700 W. Washington Street, Suite 240, Phoenix, AZ 85007, 24 hours prior to the meeting.

**NEXT MEETING:** Date, time and location to be announced via public meeting notice posted at: <http://govtrans.az.gov/gaca/>. These meetings are open to the public.

*Agenda*

*Marketing Ad Hoc Committee*

*March 11, 2016*