



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes Friday, May 13, 2016

Arizona Department of Health Services, Room 005
1750 W. Adams
Phoenix, Arizona 85007

Committee Members and Governor's Advisory Council on Aging (GACA) Members

Becky Brimhall-Lepire (GACA Chair), Deborah Hankerd, Melinda Preston, Trudy Schuett (Marketing Ad Hoc Chair) and Christine Bryson-Lazo

Council Members Absent

Patsy Gillis, Doyle Meredith and Diane Joens

Council Staff Present

Cathy De Lisa

Call to order, welcome, review & approval of February 8, 2016 & March 11, 2016 Draft Minutes

Marketing Ad Hoc Chair Trudy Schuett called the meeting to order at 12:05 p.m. Following a brief discussion, *GACA Chair Becky Brimhall-Lepire made a motion to approve the February 8, 2016 and the March 11, 2016 draft minutes as presented. Melinda Preston seconded the motion. The motion passed unanimously.*

Finalization of Marketing Ad Hoc 2016 objective

The group took time to briefly review the input received from GACA members about ideas for the marketing group. The group agreed ensuring talking points and an elevator speech for all members to use and helping build awareness through branding and the logo were important.

A copy of the GACA Member Input Received document is available for review through the Governor's Advisory Council on Aging office.

Az4A Conference Marketing Materials

The Marketing Chair highlighted items GACA staff had available for the sponsor table at the AZ4A conference, and members attending the event were reminded of the short-term objectives that include distributing at least 50% of the 100 business cards during networking opportunities at the Aging

Summit, distributing copies of the revised fact sheet (at the table). It was noted that the fact sheet had been provided to the Az4A group for inclusion in the conference materials provided to all attendees. Executive Director Cathy De Lisa stated she would request that the updated fact sheet be posted to the GACA website.

Review & discussion – draft brochure ideas

A copy of a draft brochure created by one of the members was circulated and discussed. Suggestions were provided to simplify, use more pictures, reduce the amount of text/narrative and include accomplishments. Members and staff were asked to share pictures they had taken for the Council and Ms. De Lisa agreed to circulate the draft brochure to members for further work. A discussion ensued on inclusion of information on how to become a member of GACA.

The draft brochure is available for review through the Governor's Advisory Council on Aging office.

Consensus on plans moving forward

For the July meeting, the group agreed to report back on the short-term goals and progression on the long-term goal of developing the brochure by year end. It was noted that the accomplishments of committee and subcommittee objectives were essential to having something to market. Concern was expressed on how long it is taking to agree to 2016 committees and subcommittees objectives based on GACA members' engagement.

Assignments of tasks & next meeting

It was agreed by general consensus that:

- Members would send pictures for the draft brochure to GACA staff who would distribute;
- The draft brochure would include accomplishments of the committees/subcommittees.

Adjourn

The meeting was adjourned by the Ad Hoc Marketing Chair at 12: 56 p.m.

Next Meeting

The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor's Advisory Council on Aging website: <http://www.azgovernor.gov/gaca/>. These meetings are open to the public.