

**GOVERNOR'S ADVISORY COUNCIL ON AGING (GACA)
MARKETING AND OUTREACH TASK FORCE**

Mission of the Governor's Advisory Council on Aging: to enhance the quality of life for older Arizonans. The Council advises policy makers and state agencies and works with local communities, private enterprises and older adults across Arizona to accomplish its mission.

**MEETING DATE: Wednesday, November 30, 2011
10:30 a.m. – 12:30 p.m.**

**Arizona State Capitol Building
Governor's Office on Aging
Suite 240, Conference Room
1700 West Washington Street
Phoenix, Arizona 85007**

AGENDA

*The Committee will discuss and may take action on the following matters.
Members will attend in person or via conference calling.*

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| I. | Welcome, Introductions, Review & Approval of Minutes | Roger Forrester, Task Force Chair |
| II. | Discussion
Determine the priority needs of the Mature Workforce Committee to recommend to the Council for 2012
a. Targeted populations and geographic areas for each need
b. Develop realistic marketing/outreach goals and outcomes for each need
c. Select the marketing/outreach tools we will utilize for each need | All Task Force Members |
| III. | Discussion of Potential Meeting Dates | All Task Force Members |
| IV. | Announcements (No Action to be Taken) | All Task Force Members |
| V. | Adjourn | Roger Forrester, Task Force Chair |