



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 one-hour meeting open to the public on **Friday, September 9, 2016 *immediately following the GACA meeting scheduled from 1:00 p.m. to 3:00 p.m.*** in the **Arizona State Capitol Executive Tower building, Third Floor Conference Room, 1700 W. Washington Street, Phoenix AZ 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 May 13, 2016 draft minutes | Trudy Schuett, Marketing Ad Hoc Chair |
| II. Marketing objectives | All Members |
| III. Outcomes achieved for short-term objectives
*Elevator speech
*Az4A Conference
*Picture collection
*Draft ideas (additional) for brochure | All Members |
| IV. Long-term objective: draft brochure
*Key points to make with limited narrative
*Age-friendly design ideas
*How to ensure it isn't quickly outdated
*Production costs & budget –
*Assignment of tasks & timeline for completion | Marketing Ad Hoc Chair & All Members |
| V. Consensus on plans moving forward & final input before GACA Annual Planning | Marketing Ad Hoc Chair & All Members |
| VI. 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 Governor's Advisory 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.