



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE

MEETING MINUTES

October 3, 2011

2:30 pm – 4:00 pm

Executive Tower

1st Floor Conference Room

1700 West Washington Street

Phoenix, Arizona 85007

Council Members & Committee Participants Present

Roger Forrester (Chair)(telephone), David Besst (telephone), Joyce Finkelstein (telephone), Joel Millman, Shawn Trobia and William Walker.

Council Members Not Participating

Council Staff Present

Cathy De Lisa, Kim Jennings and Deneen Dantimo.

Guests Present

Welcome, Introductions

Chair Roger Forrester called the meeting to order at 2:46 pm. A welcome and introduction period followed. Deputy Executive Director Cathy De Lisa stated that this is a new group for the Governor's Advisory Council on Aging; it is independent of the GACA committees and will follow the same protocols for public meetings.

Discussion: Meeting Approach and Objectives

Chair Roger Forrester began the meeting with the original charge from the Council Chair, which is to focus on the marketing and outreach needs of the Mature Workforce Committee (MWC) first and then the other council initiatives. Mr. Forrester stated the first focus will be MWC and after the model has been approved then the task force can look to the other committees and their needs. After group discussion of the components of an action oriented plan, Mr. Forrester identified that the needs of the MWC may be different than that of the other committees; a model needs to be developed at this point in order to take one step at a time.

Review and Approve Draft Task Force "Charge"

Chair Roger Forrester referred to the handout, *Components of a Marketing/Outreach Action-Oriented Model* distributed and projected. Mr. Forrester stated he feels that step one would be creating a needs assessment which will flow into the goals, etc. A review of the draft Task Force handout provided in advance of the meeting resulted in suggestions by the group to use the first three bullet points for the next meeting with the Mature Workforce Committee. Mr. Forrester stated that the key is implementation; the group can use a form of the model and then adapt for marketing/outreach needs of the other Governor's Advisory Council on Aging Committees.

Discussion: Components of Marketing/Outreach Action Oriented Model

Chair Roger Forrester asked everyone to read over the list and asked for feedback. Ms. De Lisa stated that the first three bullet points might be a focus of discussion at the Mature Workforce Committee meeting on November 3, 2011, and the group can determine the marketing and outreach of this first group.

Review and Approve Components of Model

Chair Roger Forrester asked if there were any question or concerns with anything noted on the marketing tools.

Mrs. Trobia made a motion to accept the components of the model as presented with the addition of a bullet item allowing for adjusting the model as necessary. David Besst seconded the motion. The motion passed unanimously.

Discussion of Potential Meeting Dates and Objectives

Chair Roger Forrester stated that the task force will participate in the MWC on November 3rd at 12:00 pm noon and will discuss the first three bullet points at that meeting. Mrs. De Lisa reminded the members that anyone is welcome to come and participate in the meetings of this Council Task Force.

Adjourn

The Committee meeting was adjourned by Chair Roger Forrester at 3:31 pm.

Next Meeting:

The Marketing and Outreach Task Force members will join the MWC meeting on November 3, 2011 for discussion on the components of the marketing/outreach action oriented model. Location to be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca.