



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### MARKETING AND OUTREACH TASK FORCE (MOTF) MEETING MINUTES

February 29, 2012  
9:30 am – 10:30 am

Governor's Office on Aging  
1<sup>st</sup> Floor Conference Room  
1700 West Washington Street  
Phoenix, Arizona 85007

#### **Council Members & Task Force Participants Present**

Joel Millman (Task Force Co-Chairman), Randy Maskell (telephonic), Margaret McCormick (telephonic), Doyle Meredith (telephonic), Trudy Schuett (telephonic), Shawn Trobia, and William Walker.

#### **Council Members Not Participating**

None

#### **Council Staff Present**

Cathy De Lisa and Kim Jennings

#### **Guests Present & Signing In**

#### **Welcome, Introductions, Review & Approval of Minutes**

Co-Chair Joel Millman called the meeting to order at 9:31 am. A welcome and introduction period followed. After a review of the draft minutes from the February 16, *Shawn Trobia made a motion to approve the minutes; Bill Walker seconded the motion. No one opposed and the motion passed unanimously.*

#### **Tool Kit Discussion**

Co-Chairman Joel Millman started the discussion by requesting Kim Jennings, Program & Project Specialist, to open the website and go over the changes that have already been made. Ms. Jennings went over the layout of the website, [www.azmatureworkers.com](http://www.azmatureworkers.com), and the changes and updates that she has already completed. Mr. Millman suggested that the resource tab have a link that will direct the user to the resources section under the tool kit page in order to reduce any duplication of work. Mr. Millman referred everyone to the handout, *2011 Subcommittee Work Plan*. A copy of the handout is available for review through the Council on Aging office. Mr. Millman suggested the soft launch of the tool kit pages on the website as March 31<sup>st</sup> and that the main target is the One-Stop Career Centers. Mr. Millman suggested that once there is enough content on the professional tool kit section that a survey be sent out to all one stop staff to get their feedback.

## **Material Development**

Co-Chairman Joel Millman referred everyone to the handout, *Materials to be Developed*, and also requested Ms. Jennings to e-mail the task force members the information that Christine Bryson-Lazo submitted. A copy of the handout is available for review through the Council on Aging office. Mr. Millman reiterated that all documents will need to be in electronic format so that it can be displayed on the website or as a link to the information. Mr. Millman asked if everyone could review the list of materials to be developed and determine what items they would be responsible for and to e-mail their response to Ms. Jennings by March 7<sup>th</sup>.

## **Announcements**

- Shawn Trobia announced that for the job fair that was held at Yavapai College, AARP volunteers had created a list of county resources, and it was used as a handout. Ms. Trobia provided Ms. Jennings with the handout, *Yavapai County Resource List for 50+ Job Seekers*, and stated she believed those resources could be listed on the website. A copy of the handout is available for review through the Council on Aging office.
- Ms. De Lisa announced that the following Governor's Advisory Council on Aging committees meet on the 8<sup>th</sup> of March:
  - Legislative and Policy Coordinating Committee at 10am
  - Mature Workforce Committee at 12pm
  - Social, Health & Alzheimer's Committee at 2:30pm

On March 9<sup>th</sup> the Executive Committee meets at 8:30am and the Governor's Advisory Council on Aging meets at 10am. Ms. De Lisa reminded everyone that the meetings are open to the public.

- Mr. Millman announced that the Chair of the U.S. Equal Employment Opportunity Commission will be speaking on March 8<sup>th</sup> at 4pm at ASU. Mr. Millman also announced that he has been named by Department of Economic Security (DES) to participate on the Transformation Core Team to transform DES into a person centric delivery mechanism.

## **Adjourn**

The Committee meeting was adjourned by Co-Chair Joel Millman at 10:33 am.

## **Next Meeting:**

**The Marketing and Outreach Task Force is scheduled to meet on March 22<sup>nd</sup> at 9:30 am. Location to be confirmed and announced by public meeting notice posted at the GACA website, [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca). These meetings are open to the public.**