



GOVERNOR'S ADVISORY COUNCIL ON AGING

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

**April 5, 2012
1:00 pm – 3:00 pm**

**Governor's Office on Aging
1st Floor Conference Room
1700 West Washington Street
Phoenix, Arizona 85007**

Council Members & Task Force Participants Present

Joel Millman (Task Force Co-Chairman), Roger Forrester (Task Force Co-Chairman) (telephonic), Margaret (Marki) McCormick (telephonic), Trudy Schuett (telephonic), Shawn Trobia (telephonic), and William Walker.

Council Members Not Participating

Doyle Meredith
Karen Zanzucchi

Council Staff Present

Cathy De Lisa
Kim Jennings

Guests Present & Signing In

Lynne Steiger (telephonic)
Cynthia Michaels (telephonic)
Jen Miles (telephonic)

Welcome, Introductions, Review & Approval of Minutes

Co-Chairman Roger Forrester called the meeting to order at 1:00 pm. A welcome and introduction period followed. After a review of the draft minutes from the February 29, 2012 *Shawn Trobia made a motion to approve the minutes as written; Joel Millman seconded the motion. The motion passed unanimously.*

Review Marketing Model

Co-Chairman Roger Forrester provided a draft marketing model with examples and ideas. Group discussed product development and timing of marketing campaign. By general consensus the group agreed to have the leaders of the tool kit, website, and certification/recertification efforts draft marketing models before the next meeting. A copy of the draft marketing model is available through the Council on Aging office.

Tool Kit Discussion

Co-Chairman Joel Millman started the discussion by providing a brief background of the tool kit's history. The group discussed convening focus groups in Mohave, Coconino and La Paz counties to review website tool kit information and provide input on what would be valuable to job seekers, professionals and employers. The members agreed that the focus group might provide direction on arrangement of website tool kit information. Co-Chairman Joel Millman agreed to develop the marketing model for the tool kit and requested that Governor's Advisory Council on Aging staff review the 2011 Priorities Sub-Committee Work Plan related to the tool kit goals. Co-Chairman Joel Millman asked task force members to send resources from their counties to Kim Jennings, Program & Project Specialist.

Announcements

- Lynne Steiger announced that Mohave County is ready to start the Chronic Disease Self-Management Program (CDMSP), one week training for chronic disease management stemming from a partnership between the Area AA and the One Stop Career Center.
- Cathy De Lisa, Deputy Executive Director, announced (1) the next Governor's Advisory Council on Aging meetings are May 10 and 11, 2012; (2) Pam Jackson, Administrative Assistant, will survey the task force members to establish the next Marketing and Outreach Task Force meeting date.

Adjourn

The Committee meeting was adjourned by Co-Chairman Joel Millman at 2:43 pm.

Next Meeting:

The next Marketing and Outreach Task Force meeting date and location will be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca. These meetings are open to the public.