



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE (MOTF)
MEETING MINUTES

April 26, 2012
2:00 pm – 3:00 pm
Arizona Capitol Complex
Executive Tower Building
First Floor Governor's Office on Children, Youth and Families,
A&B Conference Room, Suite 101
1700 W. Washington Street, Phoenix, Arizona 85007

Council Members & Task Force Participants Present

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

Council Members Not Participating

Doyle Meredith
Karen Zanzucchi

Council Staff Present

Cathy De Lisa
Kim Jennings

Guests Present & Signing In

None

Welcome, Introductions, Review & Approval of Minutes

Co-Chairman Roger Forrester called the meeting to order at 2:00 pm. A welcome and introduction period followed. After a review of the draft minutes from the April 5, 2012 *William Walker made a motion to approve the minutes as written; Shawn Trobia seconded the motion. The motion passed unanimously.*

Review Marketing Model

Co-Chairman Roger Forrester reiterated what he sees as three steps to a successful marketing model: development, implementation and measuring results. According to Co-Chairman Forrester, the Task Force needs a good plan to implement the model. The team reviewed two draft marketing models developed for the website and the toolkits; these models are available for review at the Council on Aging office. Shawn Trobia stated she would complete her marketing model after the tool kit and website marketing models are completed. Co-Chairman Roger Forrester stated that all of the marketing models will be presented to the Mature Workforce Committee (MWC) at the May 10, 2012 meeting.

Review/Discuss Timeline

Executive Director Cathy De Lisa suggested holding a specific meeting to address Certification/Recertification after the tool kit and web site are fully developed. Milestones were discussed and target dates are under review by the priority leads.

Tool Kit Discussion

Co-Chairman Joel Millman stated that surveys will be sent to the One-Stops via email to get feedback from Mohave, Coconino and La Paz counties. Shawn Trobia asked that the list of resources requested from the One-Stops be updated and provided to the MWC at the May 10, 2012 meeting. Christine Bryson-Lazo stated she would be willing to create a report about how to reach mature workers and businesses. She would provide the report to the MOTF this summer.

Announcements

None provided.

Adjourn

The Committee meeting was adjourned by Co-Chairman Roger Forrester at 2:56 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.