



GOVERNOR'S ADVISORY COUNCIL ON AGING

Ad Hoc Committee on Review & Revitalization and Public Relations Meeting Minutes

Thursday, February 20, 2014
10:30 am – 1:00 pm
Arizona State Capitol Complex
Executive Tower Building
Fifth (5th) Floor Conference Room
1700 W. Washington Street
Phoenix, Arizona 85007

Council Members and Committee Members Present

Tonya Watson, Committee Chairperson, George Evanoff, Lisa O'Neill, and Becky Brimhall-Lepire, Council Chair

Council Members and Committee Members joining telephonically

Becky Brimhall-Lepire, Council Chair (following meeting break)

Council Members and Committee Members Absent

C.T. Wright

Council Staff Present

Cathy De Lisa

Guests Present and Signing In

None

Call to Order & Welcome & Review and Approval of Draft Minutes for December 17, 2013 & January 30, 2014

Committee Chair Tonya Watson called the meeting to order at 10:35 a.m. with a welcome and asked the group to review the two sets of draft minutes. *Lisa O'Neill made a motion to accept the January 20, 2014 draft minutes as presented; George Evanoff seconded the motion; the motion passed unanimously.* Following a review of the December 17, 2013 draft minutes, *Lisa O'Neill made a motion to accept the draft minutes as presented; George Evanoff seconded the motion; the motion passed unanimously.*

By general consensus, the group agreed to switch the first two agenda items.

Review and Discussion of Council Survey Input

In preparation for the SWOT Analysis, the Committee Chair invited the members to review the PEST Analysis responses the group had completed at the last Ad Hoc Committee along with the PEST Analysis responses staff compiled from individual Council members via a survey conducted by Survey Monkey. Following a lengthy discussion and review, the group agreed by general consensus that the compilation was in direct alignment with responses from the Ad Hoc group at the January 30, 2014 meeting.

BREAK

The Committee Chair called for a 20-minute break at 11:55 a.m. so that members could prepare for a working lunch. The meeting reconvened at 12:15 pm.

Members were asked by the Committee Chair to review the SWOT Analysis template noting the criteria examples provided and the four categories: strengths, weaknesses, opportunities and threats. An extensive brainstorming discussion resulted as the members provided feedback on each of the four categories then compared their answers to the responses staff received from the same survey noting similarities and additional points made.

A copy of the PEST and SWOT Analysis templates, the compilation of Ad Hoc Committee PEST Analysis feedback and the Ad Hoc Committee – PEST and SWOT Analyses compilation by staff of individual Council Member survey responses used during the SWOT Analysis are available for review through the Council on Aging office.

Consensus on Next Steps on Developing the Plan for Comprehensive Strategic Review & Assigned Tasks

The Committee Chair asked staff to compile the information from the SWOT Analysis conducted by the members on this date and distribute for review ahead of the next Ad Hoc meeting. Members were asked to take time to pick the top five (5) for each category in both the PEST and SWOT Analysis that they feel will have the most impact on the Council and rank in order of importance then provide that information to staff so that the individual input could be compiled by staff. The Committee Chair stated the prioritization would help in the development of recommended goals that are specific and measurable. Staff was asked to research logistics for an Ad Hoc Committee meeting on March 20, 2014 at 10:30 a.m. A copy of the categorized input from the Committee's SWOT analysis is available for review through the Advisory Council on Aging office.

Adjourn

The meeting was adjourned by the Committee Chair Tonya Watson at 1:37 p.m.

Next Meeting

The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor's Advisory Council on Aging website: <http://www.azgovernor.gov/gaca/>. These meetings are open to the public.