



GOVERNOR'S ADVISORY COUNCIL ON AGING

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

Thursday, March 27, 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

None

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 February 20, 2014 Draft Minutes

Committee Chair Tonya Watson called the meeting to order at 10:33 a.m. with a welcome and requested the group review the February 20, 2014 meeting draft minutes. *Becky Brimhall-Lepire made a motion to accept the February 20, 2014 draft minutes as submitted; Lisa O'Neill seconded the motion; the motion passed unanimously.*

By general consensus, the group agreed to start with agenda item III.

Review and Discussion of Senior Action Day Input, Stakeholder Survey Input & GACA Committee Input

The group reviewed the materials as provided commenting on the topics of concern raised. In preparation for the start to development of goals, the Committee Chair invited the members to review the SWOT (strengths, weaknesses, opportunities and threats) Analysis responses the group had completed at the last Ad Hoc Committee meeting. Following a brief discussion and review, the group agreed to spend the bulk of time on a discussion of Top 5 Priorities coming from the SWOT Analysis.

The Committee Chair facilitated a lengthy discussion on the group's top 5 priorities for each category of SWOT.

BREAK

The Committee Chair called for a 20-minute break at 11:40 a.m. so that members could prepare for a working lunch. The meeting reconvened at 12:00 pm.

Members were then asked by the Committee Chair to consider categories in preparation for development of SMART goals (specific, measurable, attainable, realistic, and timely). The categories included Identity, Products, Customers, Processes, Financing. Support was later added to the list. An extensive brainstorming discussion resulted as the members provided ideas for the categories then considered how they fit with the Top 5 SWOT priorities.

A copy of the Ad Hoc Committee PEST Analysis feedback and SWOT Analysis feedback, the Governor's Advisory Council on Aging 2013 Senior Action Day Input Received, the Governor's Advisory Council on Aging Stakeholder Survey Responses of Top Concern of Older Arizonans, the Legislative and Policy Coordinating Committee (LPCC) 2014 Priorities Brainstorming Session, September 12, 2013, the Mature Workforce Committee (MWC)) 2014 Priorities Brainstorming Session, September 12, 2013, the Social Health & Alzheimer's Committee (SHAC)) 2014 Priorities Brainstorming Session, September 12, 2013 as well as the notes from the brainstorming session are available for review through the Council on Aging office.

Based on time constraints, the group agreed, by general consensus, to table agenda items IV and V discussions until the next Ad Hoc meeting.

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

After a brief discussion, the group agreed by general consensus:

- Notes from the meeting discussion would be written up by staff and distributed to the members.
- Members would review and submit ideas for SMART goals under each category to staff.
- Staff would consolidate information with assistance from the Committee Chair.
- The next meeting discussion would include refining SMART goals.

A tentative meeting date of April 21, 2014 was proposed and staff was asked to coordinate logistics and finalize posting once confirmed.

Adjourn

The meeting was adjourned by the Committee Chair Tonya Watson at 1:19 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.