



GOVERNOR'S ADVISORY COUNCIL ON AGING

**LEGISLATIVE & POLICY COORDINATING COMMITTEE (LPCC)
SENIOR ACTION DAY SUBCOMMITTEE
MEETING MINUTES**

February 20, 2015

3:00 p.m. – 4:00 p.m.

**Arizona State Capitol Executive Tower
Governor's Office on Aging
1700 West Washington Street, Suite 101
Phoenix, Arizona 85007**

Subcommittee Members, Liaisons and Participants Present

Diane Joens (Co-Chair), Becky Brimhall-Lepire (Council Chair joining telephonically), Deborah Hankerd (telephonically), Melinda Preston, Tonya Watson (Vice Chair joining telephonically)

Council and Subcommittee Members Absent

Charles Brown, Doyle Meredith, Lisa O'Neill, Don Ritchie, C.T. Wright

Council Staff Present

Cathy De Lisa (telephonically)

Welcome, Introductions

Subcommittee Co-Chair Diane Joens called the meeting to order at 3:03 p.m.

Brainstorming Discussion of Protocols & Processes for Planning 2015 Senior Action Days

In the absence of Co-Chair C.T. Wright, Ms. Joens asked the Council Chair and the Executive Director to share an overview of protocols used for the 2013 events and share input on what worked well and what the group may wish to do differently in 2015. Council Chair Becky Brimhall-Lepire suggested having fewer events in lieu of decreased staffing of the GACA office but ensuring the events were statewide to reflect wide constituent input. Executive Director Cathy De Lisa reported on steps the Past Chair took to gather input from the legislative leadership ahead of planning the events, to request save the date emails from the Speaker and the Senate President to their membership and send letters of invitation to all the Senators and Representatives. Executive Director De Lisa also discussed the staff tracking tool used, the importance of site and date selection, media outreach that was conducted, and the stakeholder survey that was circulated before the events to help build awareness and participation by the partners and advocates working with the Governor's Advisory Council on Aging. The Executive Director suggested getting the letters of invitation out earlier to the Mayors, City Council, Board of Supervisors and other regional and local officials and discussing ideas for venues and dates with the Council Chair and the Senior Action Day Subcommittee Chairs to avoid duplication in dates and challenges that may result from contractual requirements. To provide the group with a

better understanding of the protocols used in 2013, Ms. De Lisa offered to send the procedural outline, talking points, and sponsorship guidelines to the group.

Prioritizing Steps to Be Taken & Creation of Timeline

Subcommittee Co-Chair Joens facilitated discussion on potential steps to be taken for the 2015 Senior Action Day planning and a timeline for those steps. By general consensus, the group suggested the first step would include having the Council Chair and Subcommittee Co-Chair meet with the Speaker and the Senate President as well as Majority and Minority Leaders to confirm best time to hold the events and to promote support for the GACA events. The information collected from the leadership will be shared with the Subcommittee members who will start looking at venue locations around the state. It was suggested the group consider the locations that were successful last time. Draft letters and save the date email messages will be compiled for review with the group, and following the March 6, 2015 LPCC meeting, the Subcommittee would meet in April to work on locations to recommend to the LPCC and GACA at the May meetings. Save the date email messages would go out immediately after the sites were determined followed by the formal invitation letters. The group discussed timing of those letters considering whether to send before or after the end of the legislative session. It was suggested that the media plan and sponsorship protocols would be finalized at the July LPCC meeting for recommendation to GACA. The group discussed using the talking points the Legislative Tracking Committee is developing for one-to-one phone calls and emails from Council members to Legislators.

The group also discussed, sponsoring the events jointly with Legislators from the districts where the events are held and making sure skype or webinar opportunities were offered to outlying areas to join events in their region. The pros and cons of including expo booths at the events were also discussed.

Consensus on Recommendation to LPCC

By general consensus, the Subcommittee's timeline recommendations are:

1. Within the next 30 days, the Council Chair and Co-Chairs of the Senior Action Day Subcommittee will meet with legislative leadership;
2. The members of the Subcommittee will start looking at venues/locations at the March 6th LPCC meeting considering where the events were successful last time and anticipating 5 – 6 events, total;
3. Draft save the date email messages and draft invitation letters will be prepared following the March 6th Subcommittee discussions;
4. An April Subcommittee meeting will be held to finalize locations to recommend to LPCC at the May 8th meeting;
5. Save the date emails will be distributed immediately after the sites/venues are confirmed;
6. Official invitation letters will be emailed from the Council Chair at or immediately following the end of the session;
7. The July LPCC Subcommittee meeting will focus on the media plan and sponsorship protocols;
8. Staff will see that letters of invitation to local and regional officials go out earlier with the state Legislators' letters of invitation; and
9. Council members will conduct one-to-one contact via phone calls, email, etc. closer to the dates of the events. Council members will use the talking points being developed by the Legislative Tracking Subcommittee.

Adjourn

Following a motion to adjourn by Tonya Watson, and a second by Melinda Preston, the meeting was adjourned by Subcommittee Co-Chair Diane Joens at 3:56 p.m.

Next Meeting

The next meeting of the Senior Action Day Subcommittee's is scheduled as part of the March 6, 2015 LPCC meeting; location to be announced by public meeting notice posted at the GACA website: www.azgovernor.gov/gaca/. These meetings are open to the public.