



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes

Tuesday, September 8, 2015
3:00 pm to 4:00 pm
Arizona State Capitol Complex
Executive Tower Building
Governor's Office on Aging, Suite 101
1700 W. Washington Street
Phoenix, Arizona 85007

Committee Members and Council Members

Becky Brimhall-Lepire, Council Chair & Marketing Ad Hoc Chair, (telephonically) Teresa Ramirez Lopez, (telephonically) Doyle Meredith (telephonically); Patsy Gillis (telephonically), Tonya Watson (telephonically), and C.T. Wright (telephonically)

Council Staff Present

Cathy De Lisa

Call to Order, Welcome & Purpose of Marketing Ad Hoc Committee

Committee Chair Becky Brimhall-Lepire called the meeting to order at 3:00 p.m. with a welcome and explained the purpose of the meeting which included having talking points ready for use at the seven Senior Action Day events. According to the Committee Chair, the group will work on an elevators speech and other marketing items outlined in the action plan at a later time.

Review & Discussion – Proposed Talking Points

The Committee Chair asked for a review of the input received for GACA talking points and elevator speech as provided by GACA staff. A discussion ensued on the purpose of the talking points, elevator speech and social media talking points. It was recommended that GACA may wish to define older Arizonan. A copy of the Input Received for GACA Talking Points & Elevator Speech form is available for review through the Governor's Advisory Council on Aging office.

Consensus on Recommendation to GACA

Those in attendance agreed by general consensus that the first four bullet points, taken from the statute and the by-laws were ready to use, and facilitators of the Senior Action Day events would be asked to include that information in their openings.

Ideas for Assignment of Tasks

Committee Chair Becky Brimhall-Lepire asked for volunteers from the Marketing Ad Hoc Committee members and Council members to share the talking points at the opening of the Senior Action Day events. Members were identified for each of the seven events. GACA staff was asked to look at dates for future Marketing Ad Hoc Committee meetings and to seek approval of the additional bullet points as submitted.

Wrap Up Questions

No further questions raised.

Adjourn

The meeting was adjourned by the Committee Chair at 3:30 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.