



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes

Thursday, December 3, 2015
4:15 p.m. to 5:15 p.m.
Arizona State Capitol Complex
Executive Tower Building
Governor's Office on Aging, Suite 240
1700 W. Washington Street
Phoenix, Arizona 85007

Committee Members and Council Members

Becky Brimhall-Lepire, GACA Chair & Marketing Ad Hoc Chair, (telephonically), Patsy Gillis (telephonically), Doyle Meredith (telephonically), Trudy Schuett (telephonically), and C.T. Wright (telephonically)

Council Staff Present

Cathy De Lisa

Call to Order, Welcome, Review & Approval of September 8, 2015 Draft Minutes

GACA Chair and Marketing Ad Hoc Chair, Becky Brimhall-Lepire welcomed the group and called the meeting to order at 4:16 p.m. Following a request by the Chair for a review of the September 8, 2015 draft minutes, *Mr. C.T. Wright made a motion to accept the minutes as presented; Patsy Gillis seconded the motion. The motion passed unanimously.*

Review & Discussion – Talking Points, Elevator Speech

The group reviewed and discussed the talking points and ideas for an elevator speech developed earlier in the year by GACA members. By general consensus, the four talking points, approved and used during Senior Action Days, were seen as key for marketing materials. In addition, the ideas for an elevator speech were seen as acceptable for use. Other information provided by GACA members and the former intern was also discussed as appropriate for use once edited for spelling.

A copy of the input previously received for GACA talking points and elevator speech is available through the Governor's Advisory Council on Aging.

Review & Discussion – Marketing Materials Needed

After reviewing Outcome #4 of the GACA Action Plan, the group discussed up-coming opportunities for use of GACA marketing materials that include the 21st Annual Indian Nations

and Tribes Legislative Day at the capitol on January 19, 2016 and the Arizona Association of Area Agencies on Aging (AZ4A) May 19-20, 2016 conference in Flagstaff, Arizona. Discussed was the need for palm cards with the talking points, a trifold or handout with the GACA purpose and mission, 2016 meeting dates, the talking points as well as something targeting legislators. Information compiled from the Senior Action Days was cited as good resource to share with the legislature. Staff was reminded that members of GACA need more business cards, and Executive Director Cathy De Lisa agreed to follow up on the request. Other ideas considered included name badges, a banner, table top presentation board, and items to give away. The group also discussed the possibility of wearing matching color shirts. Executive Director De Lisa offered to ask GACA Member Lisa O'Neill to provide options on pricing of give-away items she had researched and for staff to inventory supplies and discuss options with DES Division of Aging and Adult Services leadership related to ideas raised. Members agreeing to work the event on January 19 included Patsy Gillis, Trudy Schuett, and Doyle Meredith; C.T. Wright and Beck Brimhall-Lepire stated they plan to stop in that day.

It was also noted that Trudy Schuett had offered to assist the AZ4A group with media communications including a press release. Ms. Schuett reported she had not been contacted by anyone from the Association at this time.

A copy of Outcome #4 of the GACA Action Plan is available through the Governor's Advisory Council on Aging.

Consensus on Recommendation to GACA

GACA Chair and Marketing Ad Hoc Chair, Becky Brimhall-Lepire reported that ideas from the Marketing Ad Hoc would be shared with the full Council at the January 8, 2016 meeting, and other GACA members and GACA alumni members would be asked to assist at the Legislative Day.

Assignment of Tasks

As agreed:

1. GACA staff will follow up to get business cards to GACA members as needed;
2. GACA staff will draft ideas for a palm card, trifold, handout and fact sheet;
3. GACA staff will inventory supplies and report back to the GACA Chair on what is available and what would need to be created or purchased;
4. GACA members will consider wearing the same color (teal) shirt or top when working the events; and
5. The Marketing Ad Hoc Committee will tentatively plan to meet from 3:00 – 4:00 p.m. following the GACA meeting on January 8, 2016 pending approval of the 2016 GACA Chair.

Adjourn

The meeting was adjourned by the Chair at 5:01 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.