



GOVERNOR'S ADVISORY COUNCIL ON AGING

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

Friday, August 21, 2015
2:00 pm to 3:30 pm
Arizona State Capitol Complex
Executive Tower Building
Governor's Office on Aging, Suite 101
1700 W. Washington Street
Phoenix, Arizona 85007

PENDING APPROVAL

Council Members and Committee Members

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

Council Staff Present

Cathy De Lisa

Guests Present and Signing In

None

Call to Order, Welcome & Purpose of the Meeting

Council Chair Becky Brimhall-Lepire called the meeting to order at 2:02 p.m. with a welcome and explained the purpose of the meeting which entailed a review of the progress made by the Governor's Advisory Council on Aging (GACA) including measureable outcomes around the six areas of focus approved by GACA at the September 12, 2014 meeting.

Review & Approval of 10.24.2014 Minutes

The Council Chair asked for a review of the draft minutes. *Committee member George Evanoff made a motion to approve the minutes as presented; Lisa O'Neill seconded the motion. The motion passed unanimously.*

Review & Discussion – Six Areas of Focus for 2015 & Dashboard

The Council Chair invited GACA Vice Chair Tonya Watson to provide brief, overall impressions about progress made on the six areas of focus found in the Action Plan. The Vice Chair discussed shifts that have occurred structurally and culturally with the Council on Aging over the past year and the importance of having a focus on measurable outcomes at this time.

Review & Discussion of Achievements, Challenges & Barriers

The group discussed the achievements of successfully changing GACA meetings to one day instead of two allowing employed GACA members and partners to miss less work time, the restructuring of the committees, and having a new focus on measurable outcomes. Challenges cited included the lack of talking points or elevator speech for all GACA members and staff to use beginning with Senior Action Days and limited engagement of GACA members as evidenced by eight (8) of fifteen (15) members completing the GACA member engagement survey. Lack of vetted marketing materials was cited as one barrier to increasing awareness of GACA around the state. The group discussed ideas for mentoring new GACA members, increasing training for those agreeing to serve in committee or subcommittee leadership roles, and being very clear on expectations for all members.

Discussion of Steps Needed to Prepare for Annual Planning Meeting, November 6, 2015

In order to help move the Council on Aging through a review and strategic process in one day, the group discussed the advantages of having a former GACA member provide facilitation of the Annual Planning meeting. Executive Director Cathy De Lisa was asked to follow up on contacting a former member. A brief discussion of the need for review of the compilation of input received from the Senior Action Day cycle at the November 6th meeting resulted in staff offering to provide a template for all scribes to use at the seven events.

Ideas for Assignment of Tasks

Council Chair Becky Brimhall-Lepire requested that the Executive Director coordinate an Ad Hoc meeting prior to the September 10, 2015 GACA meeting with those GACA members volunteering to serve on the marketing group and invite all members to join the telephonic meeting if they so desire. By general consensus, it was agreed that all members will be asked to submit a sentence or two of their ideas for talking points to staff prior to the Ad Hoc meeting so that the group can review, discuss and work to have recommendations for the full Council at the September 10, 2015 GACA meeting.

Adjourn

The meeting was adjourned by the Council Chair at 3:15 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.