



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes

Friday, January 8, 2016
3:10 p.m. to 4:10 p.m.
Arizona State Capitol Complex
Executive Tower Building
Third Floor Conference Room
1700 W. Washington Street
Phoenix, Arizona 85007

Committee Members and Council Members

Trudy Schuett, Marketing Ad Hoc Chair, Becky Brimhall-Lepire, GACA Chair, Patsy Gillis (telephonically), Deborah Hankerd, and Melinda Preston

Council Staff Present

Cathy De Lisa

Guest Present and Signing In

Christine Bryson-Lazo

Call to Order, Welcome, Review & Approval of December 3, 2015 Draft Minutes

Marketing Ad Hoc Chair, Trudy Schuett called the meeting to order at 3:10 p.m. Following a request by the Chair for a review of the December 3, 2015 draft minutes, *Becky Brimhall-Lepire made a motion to accept the minutes as presented; Trudy Schuett seconded the motion. The motion passed unanimously.*

Review & Discussion – plans for January 19th

The group reviewed and discussed the items collected by staff to use at the event booth then reviewed and provided input on their choices of draft materials prepared for the event. Marketing Ad Hoc Chair Trudy Schuett asked for volunteers to help staff the table; hearing lack of available members, she reported she would work with Governor's Advisory Council on Aging (GACA) staff at the January 19th Legislative Day. At the request of the Marketing Ad Hoc Chair, staff provided logistics ahead of the event.

Items and materials discussed and considered are available for review at the Governor's Advisory Council on Aging office.

Consensus on marketing plans moving forward

Related to marketing plans, Executive Director Cathy De Lisa reported a request had been received to obtain the GACA logo for inclusion in the May 19-20, 2016 AZ4A conference materials; that request included making changes to the logo. Ms. De Lisa reported that had not been allowed by the Council in the past. By general consensus, the group agreed the logo should be reduced to fit the materials instead of being altered; this has been a solution for other sponsorship listings. It was also agreed that a follow-up meeting of the Ad Hoc would be scheduled to help prepare for the AZ4A conference. Marketing Ad Hoc Chair Schuett reported she planned to use her social media to help promote the May event and offered to provide training to GACA members on Facebook, twitter and other social media if so desired. GACA staff was asked to determine if there was a need for the tutorial training at the next GACA meeting. Ideas for a GACA brochure were discussed as well as need for funding and professional design/layout assistance for a quality product.

Assignment of tasks

1. Marketing Ad Hoc Chair Trudy Schuett agreed to coordinate any volunteers for the GACA table at the January 19th Indian Nations and Tribes Legislative Day;
2. Ms. De Lisa was asked to work on scheduling the next Marketing Ad Hoc Committee meeting on February 8, 2016 at noon and offer teleconferencing.

Adjourn

The meeting was adjourned by the Chair at 4:10 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.