



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes

Friday, March 11, 2016

Scheduled and posted as:

*To begin following a short break immediately after the adjournment
of the GACA meeting (1:00 – 3:00 p.m.) in the same location*

or

3:10 – 4:10 p.m.

Arizona State Capitol Complex

Governor's Office on Aging

Suite 240

1700 W. Washington Street

Phoenix, Arizona 85007

Committee Members and Governor's Advisory Council on Aging (GACA) Members

Becky Brimhall-Lepire (GACA Chair), Deborah Hankerd and Diane Joens

Council Members Absent

Patsy Gillis, Doyle Meredith and Trudy Schuett

Council Staff Present

Cathy De Lisa

Call to order, welcome, review & approval of February 8, 2016 Draft Minutes

GACA Chair Becky Brimhall-Lepire called the meeting to order at 3:00 p.m. Following a brief discussion, GACA Chair Brimhall-Lepire reported approval of the draft minutes would be tabled until the next meeting of the Marketing group.

Formulation of Marketing Ad Hoc 2016 objective

The group discussed the marketing needs of the Governor's Advisory Council on Aging then recommended short-term objectives.

Short-term measurable objectives:

1. GACA members attending the May 19-20, 2016 conference will be given 100 business cards; each member will distribute at least 50% of those cards at the AZ4A Aging Summit; and

2. Staff will update the fact sheet created for the January 19, 2016 Legislative Day as requested; 300 copies of the revised fact sheet will be printed prior to the next Marketing Ad Hoc Committee meeting for distribution at the AZ4A Aging Summit; and
3. The GACA Chair will request having the fact sheet placed in the AZ4A conference materials; and
4. The updated fact sheet will also be posted to the GACA website prior to the next Marketing Ad Hoc Committee meeting.

The group proposed the following long-term measurable objective.

1. The Marketing Ad Hoc Committee will design a brochure for the Governor's Advisory Council on Aging before the end of 2016.
2. Example design ideas for the brochure will be shared at the May 13, 2016 GACA meeting.

A copy of the fact sheet to be revised is available through the Governor's Advisory Council on Aging office.

Review & discussion – draft brochure ideas

The group briefly discussed key points that need to be included, age-friendly ideas for design and the need for budgeting marketing costs in the new fiscal year.

Ad review for AZ4A conference

The group reviewed the proposed advertisement Trudy Schuett had drafted for the AZ4A conference. *Deborah Hankerd made a motion to accept the advertisement as printed; Diane Joens seconded the motion. The motion passed unanimously.*

A copy of the proposed advertisement is available for review at the Governor's Advisory Council on Aging office.

Consensus on plans moving forward

By general consensus, the group agreed the materials needed to be prepared and ready for distribution at the May 13th GACA meetings.

Assignments ahead of next meeting

1. Staff will print 100 business cards for each GACA member attending the Aging Summit and at least 300 updated fact sheets. These materials will be available at the May 13 GACA meetings.
2. GACA Chair Becky Brimhall-Lepire will request that the GACA fact sheet be included in conference materials distributed to all attendees at the AZ4A event.
3. Marketing Ad Hoc members will bring example brochures for design ideas to the next meeting.

Adjourn

The meeting was adjourned by the GACA Chair at 3:28 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.