



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee
Meeting Minutes
Friday, September 9, 2016**

**Arizona State Capitol Complex
Executive Tower Building
Third Floor Conference Room
1700 W. Washington Street
Phoenix, Arizona 85007**

Council and Committee Members

Trudy Schuett (Marketing Chair) Becky Brimhall-Lepire (GACA Chair), Patsy Gillis, Deborah Hankerd, Doyle Meredith, Melinda Preston, and Christine Bryson-Lazo

Council Members Absent

Diane Joens

Guest Signed In

Linda Arters

Council Staff Present

Cathy De Lisa

Call to order, welcome, review & approval of May 13, 2016 draft minutes

Marketing Chair Trudy Schuett called the meeting to order at 2:58 p.m. Following introductions and a review of the draft minutes of May 13, 2016, *Deborah Hankerd made a motion to approve the draft minutes as written. Becky Brimhall-Lepire seconded the motion. The motion passed unanimously.*

Marketing objectives

The group briefly discussed what had been proposed as short-term and long-term marketing goals and agreed the talking points and an elevator speech for all members to use are important, immediate pieces to help build awareness of GACA.

Outcomes achieved for short-term objectives

*Elevator speech - Based on her experience, Melinda Preston was asked to take the talking points the group agreed by consensus to use and draft a short elevator speech to share ahead of the next meeting

*Az4A Conference – the short-term objective – GACA members attending the conference would distribute at least 50% of the 100 business cards during networking opportunities at the Aging Summit, and distributing copies of the revised fact sheet (at the table). Executive Director Cathy De Lisa reported no numbers had been provided to staff from each of the GACA members and that exact counts were needed in order to track the outcome and have accuracy in reporting. An email requesting this information from the GACA member attendees will be sent on behalf of the GACA Chair. According to Ms. De Lisa, the fact sheet was included in the conference attendees' bags as requested.

*Picture Collection – no additional pictures were received by staff; new member Linda Arters offered to provide stock pictures and suggested members include pictures that represent why they serve on GACA.

*Draft ideas (additional) for brochure

A copy of the draft brochure updated by Deborah Hankerd was circulated and discussed. After a lengthy discussion of content, design and production possibilities, Ms. Arters provided example questions that she stated needed to be answered in order to help move the project forward.

A copy of the updated draft brochure is available for review through the Governor's Advisory Council on Aging office.

Long-term objective: draft brochure

*Key points to make with limited narrative – pictures tell the story.

*Age-friendly design ideas – colors, fonts and layout are important.

*How to ensure it isn't quickly outdated – design and content should avoid information that will change quickly.

*Production costs & budget – Ms. De Lisa reported the group would need to work with DES communications to prepare the piece for production; specifics on costs to be collected and shared.

*Assignment of tasks & timeline for completion – Ms. Arters was tasked with providing a list of questions for each member to consider based on her expertise and input. Staff will compile feedback received from each. Ms. Arters agreed to draft a product from the feedback to present at the next meeting.

Consensus on plans moving forward & final input before GACA Annual Planning

By general consensus, the group agreed to meet again to review:

- the draft brochure produced by Ms. Arters
- the elevator speech drafted by Ms. Preston

Staff was asked to coordinate the next meeting, and 9/26 was proposed as potential date.

Adjourn

The meeting was adjourned by the Marketing Chair at 3: 47 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://govtrans.az.gov/gaca/>. These meetings are open to the public.