



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee
Meeting Minutes
Friday, September 30, 2016**

**Arizona State Capitol Complex
Governor's Office on Aging
1700 W. Washington Street, Suite 240
Phoenix, Arizona 85007**

PENDING APPROVAL

Council and Committee Members Joining Telephonically

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

Council Members Absent

Deborah Hankerd, Diane Joens

Council Staff Present

Cathy De Lisa

Call to order, welcome, review & approval of September 9, 2016 draft minutes

Marketing Chair Trudy Schuett called the meeting to order at 3:00 p.m. Following a roll call by staff, the Chair requested a review of the draft minutes of September 9, 2016. *Doyle Meredith made a motion to pass the draft minutes as written. Patsy Gillis seconded the motion. The motion passed unanimously.*

Discussion on compilation of input – prepared by staff

The Marketing Chair asked for an update on input received, and Executive Director Cathy De Lisa reported that testimonials from three members on why they choose to serve on GACA were received along with several pictures which were forwarded to Linda Arters, the Committee's newest member who has offered to assist with the brochure project. Ms. Arters reported seeing several remaining questions that needed to be answered by the Marketing Committee members including:

- What is the purpose of the brochure?
- How are you going to use it?
- Who are you trying to reach?
- What is the call to action?
- What audience(s) will be targeted?

The group discussed these questions and agreed by general consensus that the piece should explain who the Governor's Advisory Council on Aging is and what they do.

Next steps: draft brochure

**Key points, design, timeline* – The group discussed an array of ideas for the design including something other than a trifold in card stock, two-sided with a unique shape that would draw attention or be a useful tool. Use of the GACA logo was suggested as well as including information that would not change quickly. It was suggested photos depicting diverse areas of the state and the people GACA represents might be available through a resource such as Tourism. The idea of having a draft piece for GACA to review at the November Planning Meeting was proposed. Ms. De Lisa reiterated that the group could take action to recommend, but GACA needed to approve in order to move forward. In order to expedite, Ms. De Lisa suggested she would try to meet with DES staff regarding the production process and costs; GACA would then need to agree to ideas presented.

**Production costs & budget* – Having the piece as functional, cheaper was seen as a positive since staff reports budget cuts. The possibility of donations funding was raised.

**Assignment of tasks & timeline for completion* – Ms. Arters agreed to draft a piece, and Marketing Chair Schuett suggested holding another telephonic meeting to discuss what was produced ahead of the November 4 GACA planning meeting as needed.

Report back on short-term objective

**Az4A Conference* – At the request of the Chair, Ms. De Lisa reported on the total numbers of cards distributed as received from five of the six GACA members attending the May conference; one member has been out of state. Four of the five met the short-term objective of distributing at least 50% of their cards.

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

Member Linda Arters agreed to draft an idea for a unique, two-sided piece to share with the group. Staff member Cathy De Lisa will find out more information from DES regarding production process and costs and work with the Chair to schedule a meeting of the Marketing Committee, as needed.

Adjourn

The meeting was adjourned by the Marketing Chair at 3:44 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.