



## GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee (MC)  
Meeting Minutes  
Friday, January 5, 2018**

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

### **GACA Members**

Steve Wagner (Chairman), Bob Roth, Christine Bryson-Lazo, Lisa O'Neill

### **GACA Member Absent**

Becky Brimhall, Deborah Hankerd, Diane Joens

### **GACA Staff**

Cathy De Lisa

### **Call to order, welcome, review & approval of Sept. 8, 2017 draft minutes.**

Marketing Committee (MC) Chairman Steve Wagner called the meeting to order at 2:00 p.m. with a welcome and asked for a review of the 9.8.2017 draft minutes. *Following a review, Lisa O'Neill made a motion to approve the minutes as is; Christine Bryson- Lazo seconded the motion. The motion passed unanimously.*

### **2018 Marketing Objectives**

The MC Chairman facilitated a brief review of the objectives and asked for any comments or concerns. Hearing none, the group moved to the next agenda item.

### **Updates – rack/panel card**

The draft rack/panel card and proposed revisions to language on the card were reviewed and discussed at length. Final edits were agreed upon by general consensus. The Executive Director agreed to share those edits for final agreement by the Policy Assistant prior to submittal for printing.

## **Marketing display at January 10 event – 23<sup>rd</sup> Annual Indian Nations and Tribes Legislative Day**

The group briefly discussed using the interim flyer until DES graphics and design could finish the rack/panel card. Members of this group indicated they were not available to assist with staffing the table on the 10<sup>th</sup> of January.

## **Assignments & consensus on build out of Marketing Plan**

Based on limited time remaining, MC Chairman Steve Wagner asked the group to consider a separate meeting dedicated to work on objectives # 2 and #3. The group agreed to tentatively meet following the Senior Caucus meeting on February 12.

The group agreed objective #4 was already happening and objective #6 should be a part of the Marketing Plan.

MC Members and staff discussed the following timeline.

March – May: rack/panel card completed, Marketing Plan developed

July: elevator speech finalized

September: elder abuse fact sheets finalized in collaboration with LPCC

Executive Director Cathy De Lisa agreed to:

- Seek approval of the edited rack/panel card from Policy Assistant
- Use the edited interim flyer for the January 10, 2018 event and staff that booth for GACA
- Find space and try to schedule a meeting on February 12, 2018
- Forward the final, approved rack/panel card edits to DES graphics and design for production

## **Ideas for future Marketing agendas items**

No further discussion took place.

## **Adjourn**

The MC Chairman adjourned the meeting at 3:07 p.m.

Copies of the meeting materials are available through the Governor's Advisory Council on Aging office.

## **Next Meeting**

The next meeting is scheduled for March 2, 2018; time and location 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.