



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee (MC)
Meeting Minutes
Monday, February 12, 2018**

**Arizona State Capitol
Executive Tower Building
Governor's Office on Aging
1700 W. Washington Street
Phoenix, Arizona 85007**

GACA Members

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

GACA Member Absent

Becky Brimhall

GACA Staff

Cathy De Lisa

Call to order, welcome, review & approval of January 5, 2018 draft minutes.

Marketing Committee (MC) Chairman Steve Wagner called the meeting to order at 1:19 p.m. with a welcome and requested a review of the January 5, 2018 draft minutes. *Following review, Lisa O'Neill made a motion to approve the minutes as is; Bob Roth seconded the motion. The motion passed unanimously.*

Discussion: GACA marketing strategy & timeline

The MC Chairman facilitated a discussion that included a review of the MC 2018 objectives as well as ideas for measurable outcomes, touchpoints tracked and short-term goals.

Objective 1 - Staff was asked to reserve 500 of the newly-completed rack cards for the AZ4A conference sponsorship in September 2018. Also discussed was a potential partnership with a few approved organizations or agencies to help with social media promotion of the rack card.

Objective 2 - The group discussed a goal of having a comprehensive contacts lists developed by September.

Objective 3 - The group discussed having individual Marketing members share ideas for a very brief elevator speech with the Executive Director (ED) ahead of March, and the ED agreed to

compile the input and make that piece a part of the meeting materials for review and discussion at the March 2, 2018 MC meeting. The goal is to finalize the elevator speech for all GACA members to review and approve at the May 4, 2018 GACA meeting.

Objective 4 – The group discussed utilizing the Legislative Update distribution list as part of the marketing outreach and using the email newsletter as a marketing tool.

Objective 5 - GACA Chair Lisa O'Neill shared an example of potential cobranding of Elder Abuse Fact Sheets created through the University of Arizona Center on Aging.

Objective 6 – After a lengthy discussion on the pros and cons of marketing giveaways, the group agreed by general consensus to recommend magnets as a marketing giveaway that would include 3-5 phone numbers for information and referral sources. Ideas for cobranding and funding were included in the discussion.

The Executive Director agreed to discuss all the proposed ideas with the Policy Assistant for approval as part of the next steps.

Recommendations to GACA

By general consensus, the group agreed to recommend an elevator speech for approval at the May 4, 2018 GACA meeting, and pending approval, ideas for cobranding as well as social media partnerships.

Ideas for future agenda items received

The group discussed how the Marketing Committee might assist the Executive Committee by providing ideas on sponsorship priorities and protocols, but by general consensus it was agreed that the Executive Committee should finalize ideas to recommend to GACA and that should include protocols on vendor space and best use of sponsorship funds.

Adjourn

The MC Chairman Steve Wagner adjourned the meeting at 2:38 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.