



## GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee (MC)  
Meeting Minutes  
Friday, March 2, 2018**

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

### **GACA Members**

Steve Wagner, Acting Chairman and Belinda Akes

### **Committee Member**

Carol Brown

### **GACA & Committee Members Absent**

Becky Brimhall, Bob Roth, Christine Bryson-Lazo and Lisa O'Neill

### **GACA Staff**

Cathy De Lisa

### **Call to order, welcome, review & approval of February 12, 2018 draft minutes.**

Based on pending long-distance travel required for the two Committee Members and early adjournment of the AICC meeting, Acting Marketing Committee Chairman Steve Wagner called the meeting to order at 1:49 p.m. with a welcome and requested a review of the February 12, 2018 draft minutes. Following a review and discussion, *Belinda Akes made a motion to approve the draft minutes without changes; Steve Wagner seconded the motion. The motion passed unanimously.*

### **Discussion: Elevator Speech**

The Acting MC Chairman facilitated a discussion on ideas for the GACA elevator speech. It was noted the two versions, provided by the GACA Chair, included key points found on the newly-completed rack cards.

### **Recommendations to GACA**

Following discussion and agreement on version #1 of the elevator speech as the preferred one to recommend to the full Council, *Carol Brown made a motion to approve version #1 as is; Belinda Akes seconded the motion. The motion passed unanimously.*

Executive Director Cathy De Lisa stated the recommendation from the Marketing Committee would be presented at the May 4, 2018 GACA meeting for consideration and approval.

### **Ideas for future agenda items received**

The group reviewed the 2018 objectives and noted the following items for discussion at the next meeting.

Objective 1 - Potential partnership with a few approved organizations or agencies to help with social media promotion of the rack card.

Objective 2 - The development of the comprehensive contacts list by September.

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

Objective 5 – Potential cobranding of Elder Abuse Fact Sheets created through the University of Arizona Center on Aging.

Objective 6 –Recommendation of magnets as a marketing giveaway that include 3-5 phone numbers for information and referral sources with cobranding and funding opportunities.

### **Adjourn**

The Acting MC Chairman adjourned the meeting at 2:29 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 May 4, 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.