



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Marketing Committee (MC)
Meeting Minutes
Friday, May 4, 2018**

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

GACA Members

Acting MC Chair Becky Brimhall, Belinda Akes, Bob Roth, Carol Brown, Mary Hamway, Lee Olitzky, and Steve Wagner

GACA Member Absent

Lisa O'Neill

GACA Staff

Cathy De Lisa

Call to order, welcome, review & approval of March 2, 2018 draft minutes.

Becky Brimhall, Acting Chair, called the meeting to order at 2:04 p.m. with a welcome and requested a review of the March 2, 2018 draft minutes. Following a review, *Carol Brown made a motion to approve the draft minutes; Steve Wagner seconded the motion. The motion passed without objection.*

2018 Objectives

The Acting MC Chair facilitated a review and discussion of the MC 2018 objectives.

Objective 1 – GACA Rack card – it was suggested that the next printing avoid the use of small white font. Executive Director Cathy De Lisa was asked to clarify use of donations funds for printing, as needed.

Objective 2 – no further updates or discussion on the contacts.

Objective 3 – Staff was asked to have the GACA elevator speech printed on small cards (business card size) for members to carry and reference as they learn this marketing piece and to place a discussion regarding the elevator speech on the next GACA agenda.

Objective 4 – A lengthy discussion on distribution of the *Legislative Update*, format needed to share on social media and tracking the numbers of contacts ensued. By general consensus, it was decided by the group that MC members would report out the number of contacts they forward the email newsletter to on their volunteer hour tracking log for the present time, and the Executive Director will report out the number of new subscribers at the July meeting.

Objective 5 – Executive Director De Lisa reported that GACA and MC Chair Lisa O'Neill had started collecting ideas and information for the Elder Abuse Fact Sheets and that information could be shared at the July meeting.

Objective 6 – A request was made of the Executive Director to share what marketing giveaways are available at the July meeting. Further discussion on this objective was tabled.

Ideas for supporting Attorney General's elder abuse prevention poster contest and campaign

Members of the committee discussed ideas for circulating the contest packet to their local school personnel. The Executive Director pledged to email the packet to all GACA members immediately following the meetings. By general consensus, MC members committed to tracking the number of push outs and reporting it to the GACA staff.

Any Recommendations to GACA (action to be taken)

No action taken.

Ideas for future agenda items received

The group discussed the need to plan and prepare for the AZ4A Aging Summit sponsor table during the July meeting. Executive Director De Lisa reported having prepaid travel plans unfortunately on the same dates of the conference.

Adjourn

The Acting MC Chairman adjourned the meeting at approximately 2:56 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 July 13, 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.