

MINUTES

February 16, 2012

Council on Aging Public Relations Committee

Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Martine Anderson, Sheila Gagnon, Nancy Goodwin, Carol Hamilton, and Judy Welch.

CALL TO ORDER: The meeting was called to order at 11:15 am.

APPROVAL OF MINUTES: Martine moves that the minutes from January 27, 2012 are approved. Judy seconds the motion. Nancy abstains. Motion passes.

Martine presented a list of the many age 55 and over communities. It was again reiterated that we should try to target the 58 to 62 year olds. The group discussed targeting Ocean Shore Housing. Marine presented a business card from the property manager of Ocean Shores. Carol will contact the property manager. We need to contact Amanda Fernandes regarding a presentation and get together for the residents. Should we develop a small survey of the resident's interests for Ocean Shores or other complexes? We need to distribute our COA brochures to the town hall offices such as the Assessors office; Clerk's Office and Treasurer's Office where there is a lot of traffic. The Veteran's office should be provided with brochures. More brochures would have to be printed which Carol will take care of. The Boosters play a big part in putting a face on the Council on Aging. We would like to work with the Boosters on a public relations campaign. Sheila has contacted the Boosters to explain what are plans are. We could perhaps get a resident's list for Ocean Shores and do a mailing with our newsletter, agency brochure and a Life Long Learning pamphlet. A separate cover letter would have to be developed that is applicable to the Boomers rather than the letter for the welcome packet. We could take the bus on the road and park it at various housing complexes. Have we touched on the Service Clubs who need to be informed about the COA programs and services? Should we leave at other business such as the supermarkets or place like Dr.'s offices? If we were to do a mailing could we request that Maximum Impact handle the project? We are not sure of the exact cost and would have to find out. Maximum impact could help manipulate the list of the 58 to 62 year olds from data base that we have from the Needs Assessment Project. Do we need to order more brochures? Could we form a focus group for the baby boomer group to ascertain their preferences for programs and services? We should have a media blitz to announce a large mailing beforehand. We could put together a poster to notify residents that we were coming. Could fliers be distributed in the mail boxes at Ocean Shores? Perhaps fliers could not be given out, if they are under lock and key. Judy Welch may be able to do up a poster for an Ocean Shores presentation. The poster would describe what will be offered. Could Ocean Shores provide refreshments to the residents who attend the session? Do they have program rooms available? We believe that there are several options for community rooms.

NEXT MEETING: The next meeting will be held on Tuesday, February 28, 2012 at 11:00 AM.

Respectfully Submitted,

Carol Hamilton, Director Council on Aging

