

**City of Marshfield Committee on Aging  
Marshfield Senior Community Center  
111 S. Maple Ave.  
Meeting Minutes – March 11, 2011**

The meeting of the Committee on Aging was called to order at 10:05 a.m. by Patty Ruder. This special meeting was scheduled as a brain-storming opportunity to discuss how to better promote the Aging and Disability Resource Center (ADRC). It was noted there was not a quorum of members present.

**MEMBERS PRESENT:** Becky Huebner-Leu, Jean Doty and Patty Ruder

**GUESTS PRESENT:** Jennifer Cummings, Alderperson Tom Buttke, Mary James-Mork

**TRAVELING HEALTH FORUM**

Jennifer Cummings stated ADRC held its first marketing meeting last week. All ADRC locations are now tracking phone calls and documenting the nature of the call, how the caller heard about ADRC, etc. Also, they are tracking where their brochures are located and who is delivering them to those locations.

There was much discussion around ideas of how promote ADRC. Suggestions included:

- Promotion should be done on two levels – targeted and ongoing. Since May is designated as “Older Americans Month” that would be the month ADRC would be targeted utilizing all area media.
- There should be a link from the city’s website and other websites (chamber, local organizations, etc.) to ADRC Services.
- Jennifer will contact Bob Meyer at WDLB about the menu he reads at 7 a.m. each day. She will suggest he reads the menu for the next day since folks need to call a day ahead to sign up. Additional information should be relayed as well, including the meal site locations in Marshfield (Cedar Rail and Parkview), the cost of the meal (\$3.30), who sponsors the meals (ADRC) and how to access transportation to and from the sites.
- Jennifer will contact Nate Mueller from Mueller Publishing about the possibility of publishing the county’s resource directory in the “MUELLER PHONE book”. Rational is most everyone uses this phone book and if the directory was included, it couldn’t be misplaced but easily accessed when needed.

- Utilize EAP and HR groups in the community to help spread the word about ADRC.
- Three community resources should be tapped into to promote ADRC. They are businesses (MACCI), health organizations (perhaps through Forum 55+ monthly newsletter) and community organizations; e.g. Rotary, Kiwanis, Lions, etc.
- Several months were identified that ADRC will have a presence at various events, including: May – Older American Month (May 25 is “National Senior Health & Fitness Day”); June – Farmer’s Market Coupon Distribution; July – Farm Progress Days; August – Senior Day at the Central Wisconsin State Fair; and, October – the Health Information Fair.

**FUTURE MEETING DATE: The next meeting will be held at Norris Manor on April 7 at 9:30.**

Motion to adjourn at 11:07 a.m. made by Patty and seconded by Jean. Motion carried.

Respectfully submitted,

Jean Doty