

A-SAC Public Awareness Work Group
Meeting Notes 12/19/19
Updates 1/13/20

Discussion Items:

Flyer Dispersment: Mike Hersh will methodically place flyers for the Senior Volunteer Faire at selected places in the Ashland downtown area. He will email his list of contacts to Isleen.

Discussion included "other" possible sites to post flyers. Ashland Community Hospital, Skylark, Mountain Meadows, Maple Ridge, etc.

Update: Mike distributed 3+ dozen posters

Branding: Lithia Motors has a program they offer to non-profits in terms of assistance with social marketing. Contact has been made with Deltra Ferguson, Resolve, to learn about their process with Lithia Motors. Initial plans are to re-connect after the first of the new year. More to come...

Update: Continue to pursue discussion with Deltra Ferguson

Logos: Variety of ideas regarding Senior Services Division Logo. Best to table discussion until possibilities with Lithia Motors more thoroughly explored.

Group Involvement/Assistance:

Development of up-to-date listing of Ashland churches. MRM will contact Chamber and ask for access to their directory. Anne will send MRM OLLI's listing. Plans are to then personally contact each church regarding posting flyers and including Ashland Senior Services programs in newsletters.

Update: Work in progress. Have listings from OLLI & COA.

Development of a PowerPoint to be used in community presentations. Anne & MRM will work on development.

Update: Work in progress