

**From September 19, 2016 Minutes
Age-Friendly Maricopa Advisory Committee**

- 5.4 Second Senior Info/Expo event** – the Committee discussed the event, referencing results from the survey completed at the 2016 event. The consensus of the committee is:
- **Event date: Saturday, January 21, 2017**
 - **Event site: Maricopa City Hall (entire building)**
 - **Event time: 10am to 2pm (change from 2016 times)**
 - **Event participants: non-profit organizations as well as businesses, and institute a nominal charge for both groups**
 - Rev. Jackson confirmed that the Arizona Department of Health (AzDHS) has confirmed participation as a sponsor again next year. Additional sponsors will be solicited from previous ones as well as some new possibilities. More discussion at future meetings.

**From October 17, 2016 Minutes
Age-Friendly Maricopa Advisory Committee**

- 5.3 2017 Senior Info/Expo Special Event Needs Assessment** – Rev. Jackson shared that the date and time for this event has been established for **Saturday, January 21, 2017 from 10am to 2pm**. He reviewed the 2016 budget, stating that thanks to the cash sponsorships received from the Arizona Department of Health Services (ADHS), Pinal-Gila Council for Senior Citizens (PGCSC), and Cenpatico, there is a bit over \$1,600 available for the 2017 event. He also shared that ADHS and PGCSC have expressed willingness to provide sponsorships for the 2017 event. Further discussion and input from the committee will be required.

CM Chapados shared a Special Event Needs Assessment that the group completed. The consensus from the assessment is as follows:

#1 – Why are we doing the event?

- a. Socialize and provide networking opportunities
- b. Establish the Senior Info/Expo as an annual event
- c. Generate participation and attendance of seniors and adults
- d. Enhance the perception of the Committee, the City and resources available
- e. Create and increase awareness of resources available
- f. Provide education and information on senior topics of interest
- g. Generate revenue (sponsorships)
- h. Generate resources (expand the amount and type of resources available)
- i. Promote some of the new businesses / service providers in Maricopa

#2 – What type of event are we doing?

- a. Exposition – displays and information distribution
- b. Panel discussion – on select topics (possible inclusion)
- c. Workshop – limit the time and topic with opportunities for individual or personal follow-up with the resource / agency / provider (*One topic expressed was “Death With Dignity”*) as well as including legal issues again

- d. Activities to include again:
- **Advance registration**
 - **On-site check-in**
 - **Door prize drawings**
 - **Snacks**
 - **Continental breakfast (coffee, tea, juice, pastries, etc.)**
 - **Ice cream (Banner Health)**

#3 – Who is the event audience? **Seniors and adults**

#4 – When are we doing the event?

- **Saturday, January 21, 2017 10am to 2pm**

#5 – Where are we doing the event: **City Hall (both floors)**

#6 – How much does the event cost and how is it funded?

- a. Sponsorships (2016 carry-forward and 2017)
- b. Attendees – **keep the event free of charge**
- c. **Participants (exhibitors / vendors) - \$25 per booth, BYOTable**
- d. **Non-profit organization – free of charge**
- e. **Waiver of fee: provide a door prize item with a minimum fair market value of \$25 and the fee could / will be waived**

#7 – Are sponsorships needed / desired? **Yes – cash or Gift-in-Kind (GIK)**

#8 – Who manages / produces the event?

- **Members of the Age-Friendly Committee with support / assistance from Coordinator Rev. Jackson, CM Chapados, CM Smith and City support staff as so designated**
- Maricopa Police Explorers – greeters, providing directions, assistance with check-in, possible inclusion of the Maricopa Youth Council members
- VIPS – Police volunteers to provide shuttle service from parking lot to City Hall
- CERT ? – same as above if available / able to provide this service

#9 – What is the marketing and promotion strategy?

- Email blast (City lists)
- Media advertising – inquire as to the cost of having a one-page flier insert distributed with the local print newspaper (Maricopa Monitor)
- Internal City of Maricopa communication tools (newsletter, emails, etc.)
- Flier – insert, distributed throughout locations in the City (sponsors, etc.)
- Signs – more / additional in City Hall to assist with traffic flow and locating sites for activities

#10 – How will the event be evaluated and preserved?

EVALUATION: surveys, committee de-brief, feedback from those

assisting

PRESERVED: photos, retain / archive materials

Additional information will be provided at the November meeting. **Committee members are asked to submit names of potential businesses, resources or organizations to participate to Rev. Jackson prior to the November meeting. Solicitations will be coordinated by Rev. Jackson and requests for sponsorships will be made at his direction.**