

**CITY OF COOPER CITY
SENIOR CITIZEN ADVISORY BOARD
MINUTES OF SENIOR EXPO WORKSHOP Oct. 22, 2014**

CALL TO ORDER: 6:35pm

ROLL CALL: present Teri Sullivan, Maxine Nicely, Dave Brundage, Michele Knowles, Howard Meltzer & Sharon Taylor. Not present Elizabeth Villasenor, Gladys Wilson, Susan Fliedner.

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES: Motion made to approve Oct. 8 Senior Advisory Board minutes, duly seconded and unanimously approved.

GUEST INTRODUCTIONS: Stephen Meltzer discussed what are the best postcard mailers based on size and what marketers have found gets the best results. Two important items to communicate is our "call to action" and what are we trying to inform the recipients of on the mailer. What is the incentive to come.

1. Logo should be on both sides (need a template and should be JPG, high resolution)
2. Must be mailed by 12/23
3. We need to purchase list of seniors living in Cooper City and cost about \$50.00 per 1000 names. Mailers on the average range from \$.16 to \$.25 per mailer, an estimated cost per mailer would cost the city about \$.50 to \$.60 with the postage.
4. Four colors would work fine for the mailer we are going to be doing.
5. Pictures of seniors would be very helpful. Maybe get pics of Cooper City seniors (with their permission) to put on mailer.
6. Should have a final proof by 12/1 to the printer to meet a 12/23 mailing date.
7. Need to have a contact phone number
8. We need to make final decision on mailer in the next two meetings so we can get it to the printer.
9. We may have to send to bid if over \$1,000.00, Howard will double check.
10. Need to possibly get with Carey Fisher the purchasing agent for the City for more info on the bid process and the urgency of getting this done quickly so we can be ready to go to printer by 12/1/14.
11. Need the location address on flyers and mailers.
12. Need to get a digital file from the city for the logo, Teri will try to get this.

Motion made, duly seconded and unanimously approved to go with an oversized glossy postcard (6 x 11 1/2) as the mailer.

PUBLIC OPEN FORUM (3 minutes per guest wishing to address board): None present

OLD BUSINESS: Senior Expo workshop, continuing the discussion to make a firm decision on what will be on the mailer and reaching out to vendors to participate.

1. Honor Flight of South Florida is willing to participate in the Expo and they would like a table if possible, we need to let them know. Need to follow up on sponsoring a Vet and Guardian for the upcoming May honor flight. Need to firm up music for the expo.
2. Expo date is Saturday 1/10/15 from 9:30am to 1:30pm.
3. What media source does the city have so we know what we can use.
4. No live music at this time.
5. City will advertise the event after Nov. 3 and then we can reach out to vendors.
6. Need to confirm the cost for vendors and non profits to participate and what vendors we want to have.
7. Need to finalize the questionnaire we want to have at the expo for seniors to fill out.
8. Would like to make this at least an annual event

ADVERTISING IDEAS:

1. Posters at local vendors in windows
2. Newsletters at HOA's and community happenings boards including pool and tennis center.
3. The golf course
4. On the cities digital Marquee
5. City website, community center on the monthly calendars
6. DRW magazine, JCC
7. Churches and Temples in the city
8. Yard signs
9. Nostalgia magazine (Doris's)
10. BSO
11. And of course our mailers.

NEW BUSINESS: Need to discuss Light Up Cooper City at the November 12 senior advisory board meeting.

MEMBER CONCERNS: None

Motion to adjourn at 7:55pm, duly seconded and unanimously approved.

Next workshop will be Nov. 5, 2014 6:30pm at Cooper City Pool and Tennis Center
Next Senior Advisory board meeting is Nov. 12, 2014 at 6:30pm at City Hall.

Chair/acting Chair



Date


