

Committee Meeting/Report

Committee name: Marketing and Outreach

Date and type of meeting :

May 26, 2022/1:00PM (PHONE)

Members (Present and Absent):

Kent Butterfield, present

Melinda Crowl, present

Jackie Kelly, present

Jennifer Carmichael, absent

Meeting start (convening) time:

1:00PM

Strategic Goal(s) addressed:

Marketing and Outreach

Contents and summary of discussions:

Melinda discussed the various outreach activities she has completed this month:

- Radio Broadcast from Manchester, VT, “ Sunday Brunch” on May 15, 2022.
- Hosted “Nursing Home Week” on social media from the VVH. Staff members used 40-80 year era themes for dressing up and broadcasting the event on social media May 8-14. A local food truck brought lunch one day and staff members received a phone charger gift from the Board.
- Ad was placed in the Rutland Herald on May 1, 2022
- Ad was placed in the VT Maturity Magazine
- Ad was placed in the 50+ Expo
- Attended events at the Bennington Job Fair, 50+ Expo (Burlington) and the VT Gerontology Symposium (Burlington).
- Will attend upcoming events at: Bennington Mayfest, Lyndonville (Veterans Information Booth).

Findings and Recommendations:

Continue to find and attend conferences and fairs along the New Hampshire border

Meeting end time

2:00PM

Committee Chair:

Jackie Kelly for Jenifer Carmichael

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