



## Utah Commission on Aging: August 2016 Meeting Agenda

**Date:** Thursday - October 13, 2016 **Time:** 12:00-1:30 PM

**Location:** AARP State Office - 6975 Union Park Ave #320, Midvale, UT 84047

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### *Lunch Provided by AARP*

#### **Welcome and Minutes Approval (5 min)**

Becky Kapp

Thank you to AARP for providing the space and lunch.  
Introductions were made. Minutes approved from the August meeting.

#### **Executive Director Comments and Outline of Meeting Purpose (10 min)**

Rob Ence

Thank you again to AARP. Also, in the future look at remoting in web services for meetings. Margene Luke offered lunch for the next meeting in December; still need a place to meet. Setting the stage for prelegislative sessions. How can the commission be a contributing partner to the public? There are four core elements – Public Policy, Community Outreach and Education, Research and Promising Practices and Communications Strategy. Look over the statute and what are the recommendations to the legislation. Break out into the four groups and come back with two suggestions from each group. Need to get the word out to the community and the public about the commission. [Article in the SL Trib?](#)

#### **Re-Envisioning Discussions (50 min)**

Group Facilitators

- Public Policy (State and Municipal) – 1) need a 3-5 year strategic plan (updated annually) address issue areas by the fourth year; 2) Public presentation on issues for support.
- [Community Outreach and Education](#) – 1) intergenerational, how to involve the private sector; 2) how can we train and educate businesses on older adults. Looked at the idea of becoming a connector of sorts.
- [Research and Promising Practices](#) - 1) main priority increase the contact between young/old. Learn from other cultures on how they treat the elderly and their best practices; 2) educate the public on the reverse pyramid.

- **Communications Strategy** – 1) the commissions needs a very clear mission statement; 2) who does this commission exist for and how does the word get out - traditional media; robust media for the other stakeholders. Stay current with what you are doing. Have a blog. Identify the reporters who would work with the commission and get to know them and what else they would like to follow.

*(Public and partner comment and input - part of the discussion groups)*

**Group Reports (20 min)**

Group Recorders

Discussed the breakout sessions.

**Next Steps and December Meeting (5 min)**

Becky Kapp and Rob Ence

**Calendar**

Dec 8 – Location TBA – Strategic Roadmap for 2017

**Meeting Adjourned**