



**Communications Committee Meeting
Minutes
February 18, 2025**

Attendees:

David Engel, Co-Chair
Kathleen McGuinness, Co-Chair
Marie Sloan, Co-Chair
Linda Bergofsky, Co-Chair
Vernell DeWitty
Virginia Cain
Katie Smith
Beverly Rollins, Alumni
Marcia Pruzan Alumni
Denise Isreal, DOT
Becky Donahue, Winter Growth
KuoHwa Wang, Citizen Guest

Staff:

Dr. Kimberly Johnson, Director, Area Agency on Aging, MoCo,
Peter Illig, Community Outreach Manager, Staff Liaison
Jennifer Long, Aging and Disability, Staff Liaison

Summary:

Ambassador Program

1. Discussion about the January 30th presentation for Friendship Heights Village. Approximately 700 registered and 390 participated.
2. Because of its success, it was suggested that the Committee consider a hybrid approach of both in-person and virtual presentations.
3. The feedback forms can be used to improve the program, as well as develop an FAQ sheet to be used with the toolkit as a foundation for involving more people in the program.

4. The group discussed the need for a deeper dive into some specific topic, such as “transportation or end of life care.” Denise offered her assistance in participating in some presentations on transportation.
5. It was suggested that such topics could also be offered monthly with experts from outside CoA participating.
6. It was suggested that we need to consider the underserved areas, such as Spanish-language presentations.

Library Liaison Program:

1. Concern was expressed regarding the program’s current state and it was suggested that the Committee should consider sending the documents quarterly.
2. We will continue to request volunteers to visit the libraries periodically to spot check the older adult sections.

Old Business:

1. The Committee discussed the need for a style guide to improve clarity and impact of internal and external communication.
2. The idea of hiring a consultant was briefly discussed, but the issue of funding needed to be pursued.
3. It was suggested that the Committee utilize, if any, members who are editors to review internal and external communications.

50+ in Montgomery County Update:

1. February is Black History month
2. March – Birdwatching
3. April – Tribute to Austin, filmed in studio
4. It was suggested that May could be a topic on on-line dating after 60. After discussion it was felt the title “Healthy Aging” was more appropriate and could encompass various aspects of aging.

Next Steps:

1. David to send an invitation for a meeting to refine the Ambassador Program’s organizational structure.
2. Linda to send Vernell a copy of the library liaison report form.
3. David to forward the library liaison report to all Committee members.
4. Katie will discuss with Jean and the sub-committee the idea of a 50+ episode on “healthy relationships.”
5. Kathleen to send Linda email chain regarding the equity focus areas for the MCHC survey.
6. Linda will follow up with Suburban Hospital regarding the equity focus areas if Kathleen doesn’t receive a response.
7. Committee to develop a style guide for internal and external communications.

8. David will explore potential resources (e.g. Public Information Office, Volunteer Centers) for creating a style guide.
9. David, Marie, Peter and Jennifer to meet to organize Ambassador Program's structure.

Meeting adjourned at 11:26 a.m. Next meeting Monday, March 17, 2025, 10 a.m.