

**Council on Aging  
150 Goulding Street  
Holliston, MA 01746  
March 13, 2024**

### **Rebranding SubCommittee Meeting Minutes**

**Attendees:** Yvette Cain, Lynne Bajdek, Georgia Papavasiliou, Lisa Borchetta

The meeting was called to order by Yvette Cain at 3:26 PM. Members reviewed minutes from the February 14, 2024 meeting and approved amended minutes. (Motion by Georgia (1) and Lynne (2).

In discussion of rebranding names for the present Senior Center, the subcommittee agreed to dismiss two suggestions that included the word “active.” The two remaining suggestions (from COA multi-voting exercise) stand.

The group discussed developing and reviewing tag lines prior to being brought before the COA for approval. Subcommittee members plan to develop a method of sharing final names and tag lines for public input.

Members will create tag lines (using the COA’s Mission and Vision Statements for cues) and email them to Yvette prior to the next subcommittee meeting.

A subcommittee member will report this plan during the April 10, 2024 COA meeting.

The meeting was adjourned at 3:50 PM.

The next Rebranding Subcommittee meeting will follow the April 10, 2024, COA meeting, at 2:15 PM.

Respectfully,

Yvette Cain