

**Council on Aging
150 Goulding Street
Holliston, MA 01746**

**Rebranding SubCommittee Meeting Minutes
February 14, 2024**

Present: Lynne Bajdek, Georgia Papavasiliou, Lisa Borchetta, Yvette Cain
Public: Chris Cain, Kevin Conley

The meeting was called to order by Yvette at 2:27 PM.

Public Comments: Kevin Conley was present and briefly provided personal comments concerning reasons the Senior Center is not more widely used. Additionally, he suggested a Community Center located at the present Dept. of Public Works Building on Arch Street would make a great community center.

The subcommittee members then reviewed the process of multi-voting which would be facilitated by Chris Cain. Members took time to review 110 suggested names for rebranding the Senior Center and recorded their 10 personal selections. Using colored dots, each member used a dot on wall posters to record her votes. Chris tallied the votes, the results of which are below. (This list comprises all suggestions receiving 3 or more votes.)

Holliston Active Adult Living Center
Holliston Center for Active Living
Ready for Anything
The Center
The Center for Active Living
The Center in Holliston
The Center for Lifelong Living

Members decided to present these suggestions to the COA at its March 13, 2024, meeting. The COA will then use multi-voting to pare the list to 2-3 possibilities that will then be broadcast to a larger audience.

Work on the logo will begin following the selection of a final rebranding name.

The next meeting of the subcommittee will follow (after a 10 minute break) the March 13, 2024, COA meeting.

The meeting adjourned at 3:05 PM