

**COMMISSION ON AGING
SPECIAL MEETING
MINUTES
AUGUST 5, 2022**

Attending: Steven Katz, Presiding; Kip Burgweger; James Dougherty; Ann Marie Hynes;
Amy Jurkowitz; Heidi Nolte; Ellen Wolfson
Staff: Lori Contadino; Laurette Helmrich
Guest: Mimi Sternlicht.

Call To
Order: The meeting was called to order at 8:30 a.m. The meeting was held by Zoom.

Chair's
Report: S. Katz reported that this Special Meeting was called for the purpose of the presentation of a Branding Plan and a vote on the approval of the plan.

Branding
Plan: A. Jurkowitz started the presentation with a discussion of the current "299 On The Ave" brand and the confusion caused by multiple entities being in the building. The proposal was made to re-brand as "The Commission" to simplify and clarify. A possible "tag line" of "Where age is just a number" was presented. The negative aspects of "senior center" as opposed to the descriptive nature of the term were discussed. After a lengthy discussion on the merits of the proposed branding a Motion was made:

MOTION: To accept "The Commission" as the new branding. The Motion was seconded and the following vote recorded:

Katz	Yes
Bergweger	Yes
Dougherty	No
Hynes	No
Jurkowitz	Yes
Nolte	Yes
Wolfson	Yes

The Motion passed 5 in favor with 2 opposed.

Adjournment: The meeting was adjourned by the Chair at 9:00 a.m.

Respectfully submitted,

James B. Dougherty
Secretary