

**Holliston Council on Aging
Subcommittee on Rebranding of Senior Center
150 Goulding Street
Holliston, MA 01746**

**Rebranding Subcommittee Meeting Minutes
January 31, 2024**

Present: Yvette Cain, Lynne Bajdek, Georgia Papavasiliou, Lisa Borchetta

The meeting was called to order by Yvette Cain at 2:37 PM.

Yvette reviewed the purpose of the COA Subcommittee on Branding: To create a brand and tag line for Holliston's Senior Center in response to UMASS Boston Gerontology Institute Community Survey Recommendations (received January 2023). Notebooks distributed to members contained information about the Council on Aging, the 2019 results of a "naming survey" developed by *My Senior Center* software company, and various articles pertaining to specific towns having undergone the rebranding process. A brief discussion followed.

Yvette reviewed the process the group will use to gather and whittle suggested names to a list of 5-6 to be presented during a future COA meeting for further elimination. Results from the COA meeting (2-3 names) will be presented to a wider audience (e.g., *Holliston Hometown Newsletter*, *Holliston Reporter*, Senior Center Newsletter, paper ballots, and so on) for a final vote.

Work on the tag line will occur following this process.

Those present emphasized the need for the Senior Center to continue to work toward being a more welcoming place.

The next meeting of the Subcommittee will take place following the February 14, 2024, 1:00PM meeting of the Council on Aging.

The meeting was adjourned at 3:12 PM.

Submitted by Yvette Cain