

OLDER PERSONS' COMMISSION JULY 19, 2022

SPECIAL MEETING of the **OLDER PERSONS' COMMISSION** held at the Older Persons' Activity Center, 650 Letica Drive, Rochester, Oakland County, Michigan 48307.

CALL TO ORDER

The Tuesday, July 19, 2022, Governing Board Meeting was called to order by Chairman Hetrick at 5:08 p.m.

ROLL CALL

Present: 6) Thomas Del Pup, Al Fisk, Dale Hetrick, William Jandeska,
Micheline Sommers, David Walker

Absent: 2) Dominic Abbate, Nancy Salvia

QUORUM PRESENT

Others Present: Renee Cortright, Older Persons' Commission Executive Director
Tim Soave, Older Persons' Commission Administrative Director
Mark Campbell, Digital Media
Sarah Campbell, Digital Media

Entered Commissioner Salvia at 5:11 p.m.

**PRESENTATION BY MARK CAMPBELL, DIGITAL MEDIA, WITH ASSUMED NAME
RECOMMENDATION FROM THE REBRANDING COMMITTEE**

Mark Campbell, from Digital Media, gave a presentation of the rebranding process that included the timeline, electronic survey, focus groups and Rebranding Committee. The new proposed name for the organization will be filed as a DBA, and the legal name of the organization will not change. The proposed DBA name recommended by the Rebranding Committee is: VIVA Fifty+. In addition, the tag line "Social & Activity Center" will be used with VIVA Fifty+ marketing, but will not be a part of the DBA.

MOTION by Del Pup, seconded by Walker, **Resolved**, to approve and support the presentation and adopt the DBA of VIVA Fifty+.

Aye: 7) Del Pup, Fisk, Hetrick, Jandeska, Salvia, Sommers, Walker

Nay: 0)

Absent: 1) Abbate

MOTION CARRIED

ADJOURNMENT

Chairman Hetrick requested a motion to adjourn the meeting.

MOTION by Del Pup, seconded by Salvia, **Resolved**, to adjourn the meeting at 5:43 p.m.

Aye: 7) Del Pup, Fisk, Hetrick, Jandeska, Salvia, Sommers, Walker

Nay: 0)

Absent: 1) Abbate

NEXT REGULAR MEETING – THURSDAY, SEPTEMBER 8, 2022, AT 5:00 P.M.

AL FISK, SECRETARY
OPC GOVERNING BOARD

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