



Montgomery County Commission on Aging **Communications Committee**

January 20, 2026, Meeting Minutes

Meeting Location

Via Zoom:

<https://us06web.zoom.us/j/82041733495?pwd=Sis5bGJyTG9RTmdnTTMrRFp4SmxuQT09>

Attendance

Members Present

Linda Bergofsky

Virginia Cain

David Engel

Kamilah Mantle

Yvette Monroe

Laurie Pross

Marie Sloan

Al Woodward

Staff Present

Jennifer Long

Peter Illig

Guests

Peter Sinclair (Montgomery County Public Information Office)

Eric Wang

Marcia Pruzan (Alumna)

Handouts

December 2025 minutes

1. Call to Order

The meeting was called to order at approximately 10:02 a.m.

2. Welcome and Introductions

Committee members, Commission on Aging commissioners, staff from Aging and Disability Services, and invited guests introduced themselves. The primary guest speaker was **Peter Sinclair**, Public Information Officer (PIO), Department of Health and Human Services (DHHS).

3. Approval of Minutes

The minutes from the previous Communications Committee meeting were reviewed.

- **Motion:** Approve the minutes as distributed
- **Second:** Made and supported
- **Vote:** Approved unanimously

4. Discussion with DHHS Public Information Officer

Mr. Sinclair provided an overview of his background and outlined DHHS's communications priorities, emphasizing partnership with the Commission on Aging.

Key Focus Areas

- **Bridging the digital divide:** Use of multiple communication channels, including print, radio, community centers, caregivers, and family networks.
- **Clarity and accessibility:** Commitment to plain language, readable formats, culturally competent and multilingual messaging.
- **Trusted information:** Positioning DHHS communications as a reliable source to counter misinformation and scams affecting older adults.

Committee Discussion Highlights

- **Website navigation and searchability:** Members raised concerns about fragmented County, DHHS, Senior, and Commission on Aging websites and difficulty locating information by topic. Mr. Sinclair noted an upcoming County website refresh and content management system upgrade, while acknowledging some sites may not be fully integrated.
- **Commission on Aging fact sheets and toolkit:** Members emphasized the quality of COA resources and the need for broader public visibility, including recently completed immigration-related fact sheets.
- **GovDelivery distribution:** Interest was expressed in understanding available GovDelivery topic lists, subscriber counts, and targeting capabilities to better match content with audiences.
- **Social media use:** Discussion focused on sharing Commission on Aging content through County social media channels and aligning messaging with the Aging and Disability Services campaign **"Aging Well Together."** Mr. Sinclair confirmed this is possible with planning and review.

- **Outreach beyond digital channels:** Members stressed the importance of reaching hospitals, rehabilitation centers, nursing homes, senior housing, caregivers, and families through print and on-site postings.
- **Strategic communications planning:** The Committee discussed the need for a more intentional communications framework focused on the County's rapidly growing older adult population. Mr. Sinclair expressed interest in collaborating.
- **Commission on Aging Forum:** The annual forum is scheduled for **May 28, 2026**. Members requested communications coordination and support.
- **311 and intake data:** Clarification was provided regarding the role of 311. Members requested updated data on call trends and common topics for the Aging and Disability Services intake line (240-777-3000).

5. Ambassador Program Updates

- An Ambassador presentation is scheduled for **March 7, 2026**, at Ingleside.
- Recent slide refinements were reviewed.
- Members expressed interest in a working session to update Ambassador materials for 2026.

6. Commissioner Engagement – 2026 Topics

Members discussed refreshing Ambassador presentations, improving slide clarity, reducing text, strengthening speaker notes, and aligning all materials with current priorities and branding. Discussion on election and Council talking points. This will be an agenda item for the February Committee meeting. Chair, Linda will be testifying in front of Council on January 27th for the CoA support of \$1,000,000 in supplemental funds for Senior In-home care, Respite Services, and the Senior Nutrition Program. Discussion on Medicare Saving Plan next steps and outreach.

7. Public Comments

A public comment highlighted the importance of preparing younger generations for aging and long-term financial security. Discussion on the Longevity Ready Maryland and its EPIC goal of affording longevity and how that fits with the CoA priorities and Public Forum.

8. Adjournment

The meeting adjourned shortly after 11:15 a.m.

Next Meetings:

- Tuesday, February 17, 2026 – 10:00 a.m.
- Monday, March 23, 2026 – 10:00 a.m.