



Town of Hingham  
Council on Aging Board  
Outreach Subcommittee  
Wednesday, March 4, 2026  
10:00 AM  
Center for Active Living  
224 Central St.  
Hingham MA 02043

Attending:

Karen Johnson  
Jean Silverio  
Josh Ross  
Sara Smithson  
Jennifer Young

Guests: Ambassadors: Ginny Ballou, Barbara Hanrahan, Ann Marie Gean, Sharon Hampton, David Alschuler

1. Call to order -Meeting was called to order at 10:01AM
2. Discussed outreach initiatives for new center
  - a. Fact Sheets
    - i. Posted on town website after legal approval
    - ii. Ambassadors will hand out fact sheets at select locations around town. Sharon Hampton will help coordinate scheduling the ambassadors and locations
  - b. Information sessions
    - i. Sessions held to-date have been beneficial; tax impact, costs, location have been the main topics for discussion
    - ii. Continuing to expand the schedule
  - c. Online Testimonials
    - i. Format will be a black and white portrait with a statement of why you support a new HCAL from all different members of the community
    - ii. Goal is to post daily on social media
  - d. Other Formats: Emails, Anchor Ops Eds, Greet Magazine, Signs, Volunteer luncheon
3. Other Business-Items not reasonably anticipated 48 hours in advance: Jennifer provided a brief update on AdCom follow up questions
4. Future Agenda Items: To Be Determined
5. Public Comment – None
6. Adjournment at 10.54AM