

BrooklineCAN Membership Committee

September 9, 2015

Notes

Attending: Ellen Bick, Ruthann Dobek, Karen Fischer, Judith Kidd, Gayle Rich, Molly Turlish, Sonia Wong, Ellen Young. Guest: Laura Baber, Education Committee

Membership numbers: Today, BrooklineCAN has 381 active members, compared with 344 in June and 333 in May. Molly attributes the great numbers to the good work BrooklineCAN is doing on various fronts as well as to a mailing in July to former members, which resulted in 31 households and individuals becoming active members (almost 18 percent of those who were sent the mailing). Our goal for 2015-16 is 400 members, and the highest number of members ever is 412

Membership presence at programs organized by the Education Committee: Laura Baber spoke about ideas and plans for the year. The next program features health psychologist Ann Webster speaking about mind-body connections in aging on Monday, October 19, 6-8 at Hunneman Hall in the Main Library. Our Committee will schedule two members to staff the sign-in table.

Topics being explored by the Education Committee for 2015-16 include several topics that have been suggested for a second membership event in May, and Judith shared with Laura and Ruthann (who chairs the Education Committee) topics that had been suggested for a membership event. Instead of going ahead with a separate event to follow the May 2015 event featuring The Conversation Project, our committee will collaborate with the Education Committee to create a more effective connection between membership in BrooklineCAN and the education programs.

Past programs sponsored by the Education Committee have not usually led to new or renewed memberships and a minority of participants are BrooklineCAN members. We will work on several projects to improve the situation, including:

- Drafting opening and closing statements for events that will send a clear message about membership – to be drafted by Judith Kidd for Molly to edit and circulate;
- Staffing registration in hopes of having membership conversations and as a way to capture contact information about people who attend (goal: having at least two members of the Membership Committee be responsible for each Education program);
- Name tags for each member of the Education, Membership, and Steering Committees that includes first name and “Ask me about BrooklineCAN (with the logo)” (Judith will donate 50 name tags that hang from cords, and Molly will help design them)..

Outreach to new and renewed members: the Membership Committee will institute “Thank You” calls to new and renewed members to welcome them and encourage them to join a committee. Karen will draft a phone script, which will be reviewed at the October meeting.

Annual Meeting, September 17: Transportation options for Brookline residents who do not drive is the theme, and former Governor Michael Dukakis will accept an award. The Membership Committee will staff registration and will also have a table on the third floor for use during and after the meeting program.

Next meeting. The October 14 meeting (the second Wednesday of the month), from 3-4:30 at the Senior Center will include a review of the new S.T.R.A.I.T.S. (Senior Transportation Resources, Advice, Information, Training, and Support) program by Shirley Selhub, chair of the S.T.R.A.I.T.S. advisory committee. We will also review the BrooklineCAN “elevator speech” and update it as needed. We will invite representatives of BrooklineCAN initiatives to meet with the Committee at each meeting – perhaps the expanded guide to residential buildings with elevators in November (NOTE: new November date needed since the Senior Center is closed 11/11 in recognition of Veterans Day.)

Submitted by Molly Turlish
9/15/15