

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes February 8, 2017**

Carol Caro (presiding), Bea Mikulecky, Elenore Parker, John Seay, Aaron Seidman, Matt Weiss, Ruth Seidman (recording)

1. **Newsletter.** Articles for March will be due February 20. We will publicize the April 6 event co-sponsored by BrooklineCAN and Goddard House: two authors speaking on the book *Age of Longevity: Re-Imagining Tomorrow with our New Long Lives*. (After the meeting, two more Brookline-CAN articles were added.)
2. **Public Relations.** Elenore presented the strategic plan for publicizing a major BrooklineCAN event this spring: The Reunion Project, photographic exhibits to take place at the Senior Center and Goddard House. The plan begins with interviews with the planners, the photographer, and the Senior Center curator, and covers media releases, media lists, and distribution. The information needs to be finalized by the end of March.
3. **BIG TV—Age Friendly Cities.** The next program will air and go online in March; we will cover it in the April newsletter.
4. **Publicity Coordination.** Ginny Mazur has asked who from BrooklineCAN should review flyers produced by Goddard House for co-sponsored events. It was decided that Ginny should send the drafts to Ruth, who will share them with Carol, Bea, Matt, Elenore, and John, who will send any comments to Ruth. Ruth will then put any comments together and send these to Ginny. Ruth will send the finalized version to the group when it is ready.
5. **Education Committee Report.** Frank is working with the Education Committee on a program: “Creative Use of Extra Space in Homes.” The program is now set for June 1 at the Senior Center.

NEXT MEETING: WEDNESDAY, MARCH 8, 2017 2:00 PM