

Notes of BrooklineCAN Membership Committee Meeting 10/21/2021 via Zoom

Present: Melissa Trevvett, Jude Kidd, Carol Caro, Marsha Frankel, Janet Gelbart

Absent: Ellen Bick, Susan Cohen, Ruthann Dobek

Age-Friendly TV Interviews

Melissa, Marsha, and Jude met with Michael Allen (BIG TV), Matt Weiss (host of Age Friendly TV), and John Seay (all things technical) to discuss a potential half hour show to educate people about BrooklineCAN. Format will be:

- a panel of two to discuss Brookline/CAN in interview format conducted by Matt
- two video testimonials from members about what BrooklineCan has meant to them personally
- clips of past accomplishments
- closing pitch from the panelists about how to join

Suggestions for potential participants included Jude, Melissa, and Carol from the Membership Committee, Susan Granoff (chair of LCAC), Ruth Seidman (co-chair of BrooklineCAN), and long-time active members John Seay, Vera Sharma, Bea Mikulecki, and Jerry Feuer. Marsha proposed that the group reflect the diversity of BrooklineCAN's membership.

Final recommendation: Jude and John as the panelists (with Jerry Feuer as back-up if John declines) and Susan, and Vera or Bea for the testimonials. Video clips would depict Age-Friendly Businesses (decal in a shop window); Beacon St. benches with shot of BrooklineCAN sign; and before and after shots of sidewalks that have been repaired.

*Jude will consult with Ruthann before calling the speakers and sending our recommendations to Michael Allen and Matt Weiss. (Completed)

All the Lonely People

The group discussed the upcoming advance screening and VIP reception for "All the Lonely People," a documentary about loneliness and social isolation scheduled for December 9 at the Coolidge Corner Theater. There are many sponsors for the event which will be by invitation only and is expected to sell out. Ruthann is co-chairing the event committee.

The Steering Committee committed \$2,500 to become a Gold Sponsor which includes 6 free tickets to both the in-person and live-streaming showings and 6 free tickets to the VIP reception. In addition to our logo appearing in all print materials, BrooklineCAN will

be included in the slide-show loop at the event and will have a full-page color ad in the event program.

Discussion centered on the best way to use the event to promote membership. Given the number of sponsors, is it feasible to have a table with BrooklineCAN brochures. Other questions concerned the cost of tickets, who will be creating the slide show loop, and whether the ad could include a clip-out membership form. Deadline for print materials for the program book is November 3.

*Jude will circulate an email round-robin style to quickly gather all of our questions to be sent on to Ruthann.

Other

The Membership Committee will appoint someone to work on the new brochure once we know that work has started.

Next Meeting: Date to be determined once we have answers about the ATLP event.

Janet Gelbart
10-22-2021