

August 10, 2022

Attendees: Kathy Burnes, Ruthann Dobek, Janet Gelbart, Susan Granoff, Elenore Parker, Yolanda Rodriguez, John Seay, Carol Seibert, Ruth Seidman, David Trevvett, Melissa Trevvett, Matt Weiss, Sonia Wong. Staff: Jessica Milley-Gee

1. Welcome to newest member, Janet Gelbart

- a. Introductions by each member and Janet welcoming her aboard.
 - i. Carol Seibert (At-large)
 - ii. David Trevvett (Pedestrian Advisory Committee Chair)
 - iii. John Seay (Treasurer/Webmaster/AFFC/AFC-TV)
 - iv. Matt Weiss (Clerk/Co-Chair AFFC/AFC-TV Team Member)
 - v. Sonia Wong (Work at Senior Center)
 - vi. Susan Granoff (Chair LCAC, TMM, Town Advisory Committee, Human Services Subcommittee Chair)
 - vii. Mellissa Trevvett (Rep from Membership Committee)
 - viii. Kathy Burnes (JF&CS BrooklineCAN Founder)
 - ix. Ruthann Dobek (CoA Senior Center Director, Co-Chair BrooklineCAN, Co-Chair AFCC)
 - x. Jessica Milley-Gee (Admin. Asst. to Ruthann, Meeting Host)
 - xi. Elenore Parker (Media Relations Person)
 - xii. Yolanda Rodriguez (Chair CoA, Member AFCC)
 - xiii. Ruth Seidman (Co-Chair BrooklineCAN)

2. Brookline Day – September 18, 2022 in Coolidge Corner

- a. Application – Ruthann reported
 - i. Submitted application (mini Town Hall section).
 - ii. BrooklineCAN and Senior Center part of mini Town Hall.
 - iii. No bad weather plans.
- b. Task List – Ruth reported
 - i. Bringing materials and setting up/taking down the booth.
 - ii. Staffing schedules (2 people per slot).
 - iii. Who will monitor schedules?
 - iv. Decision and plans for a game (per Susan).
 - v. Handouts.
 - vi. Decision on what we want to promote.
- c. People to work on planning/staffing – Ruth reported
 - i. Matt, David, John, Susan and Elenore.
 - ii. Sonia and Yolanda agreed to assist.
 - iii. Susan Cohen has agreed to work with Susan Granoff.
 - iv. Carol Caro usually does Sister City booth (not sure).
 - v. Janet will ask Marsha Frankel and Ellen Bick of Membership.

- vi. All send email address and preferred phone number to Ruth.
- d. Materials – Sonia reported
 - i. David will send Sonia’s list to everybody.
 - ii. Ruth will arrange for extra copies of latest newsletter.
 - iii. Pens available for giveaways.
 - iv. Note if need to order anything.
 - v. Matt has BrooklineCAN sign for the table.
 - vi. Sonia will clean table cloth.
- e. Assignments
 - i. Setup – Sonia, Julie and Sonia’s husband will bring materials and John, Sonia and Elenore will setup.
 - ii. Should be setup by 10am in case of a problem.
- f. Game
 - i. How many words of 5 letters or more can one make out of “BrooklineCAN”?
 - ii. Hand in solutions by specific time at booth.
 - iii. Susan and Elenore will work on it.
- g. Promoting
 - i. Who we are
 - ii. Membership
 - iii. Website URL should be prominent

3. Discussion of BrooklineCAN sponsored members and letter (see attached)

- a. Brought to Steering Committee since Membership has no chair.
- b. Questions:
 - i. Should subsidized members be asked to pay more?
 - ii. Should any members be asked to increase donation?
- c. Discussion:
 - i. Noted that donation is requested in a reasonable manner that makes any such decision clearly optional.
 - ii. Alternate wording – Keep dues low hoping others contribute.
 - iii. Noted that letter states examples of expenditures.
 - iv. Discussion of existing or possible levels of membership.
 - v. John, Melissa, Janet, Kathy and David) agreed to review and finalize the letter for review by Ruth and Ruthann.
 - vi. Need to clarify roles of signatures on latter.
 - vii. Need to define additional levels (i.e., Sponsorship levels).
 - viii. List of committees is included in the mailing.
 - i. Communications committee review remittance envelope.
 - ii. Janet will review most recent letters from membership.
 - iii. Letters should be reviewed annually.

4. BrooklineCAN's Age-Friendly Business Program

- a. Discussion regarding future of the program
 - i. Completed updating of the list of AFBs.
 - ii. What is the “next chapter”?
 - iii. Meeting invitation attachment is job description for a coordinator paid or volunteer.
 - iv. Next meeting includes a discussion re next year priorities.
 - v. AFB program is BrooklineCAN program with big impact in the community and should involve a working group.
 - vi. Consider developing a training program for businesses.
 - vii. Possible approach would be via a webinar.
 - viii. Contact Institute on Human Tempered Design to use the material they supplied as a starting point for training.
 - ix. Contact CoD to see if they vetted Brookline businesses.
 - x. Possibly add accessibility standards to our list of attributes.
 - xi. Reinvigorate relationships as co-sponsors with Chamber of Commerce and other business associations.
 - xii. Contact Andrea Byrnes of Boston Age Friendly Business program to renew relationship. (Note CoA has contacted Andrea recently)
 - xiii. Continue concept of “working toward age friendly”.
 - xiv. Need to identify, encourage and promote improvements in existing AFBs.
 - xv. Identify discounts offered to older adults.
 - xvi. Carol, Elenore, and Kathy will work on the committee.
- b. Collaboration on follow up with Town's brochure addressing accessibility
 - i. BrooklineCAN goals for age friendly businesses were somewhat different from ADA although the overlap.
 - ii. BCoD comments were a springboard for their group to discuss age friendly businesses.
- c. Grant progress from JF&CS
 - i. No further discussion.
- d. Commission on Disability comments from June 15, 2022 meeting (see attached)

Please reference the Age-Friendly material found on website:
https://www.brooklinecan.org/age_friendly_business.html

5. Setting BrooklineCAN's priorities for next year

- a. No discussion but note related needs for money.
- b. Include in next meeting agenda.

6. Treasurers report(John)

- a. Finished in the red for first time since 2017.
 - i. Number of donations were at an all-time low.
 - ii. Possibly related to inactive Membership Committee.
 - iii. Ruthann noted the Senior Center donations were up but related somewhat to COVID.
 - iv. Not critical but do not want trend to continue.
 - v. Note cost of annual meeting applied to “All the Lonely People” outreach.
 - vi. A key cause is low membership.

7. Committee reports

- a. Membership
 - i. Noted lack of in person event.
 - ii. Lack of leadership on the Membership Committee.
 - iii. Priority for next year is to get leader(s) for Membership.
 - iv. Spend more time earlier in the meeting on this subject next meeting as part of setting priorities.
- b. Communications
 - i. Newsletter – No report.
 - ii. News Releases – No report.
 - iii. Website – No report.
 - iv. AFC-TV – No report.
- c. Livable Communities – Susan Granoff
 - i. Next meeting September 12th guest speaker Sigalle Reese.
 - ii. One topic is dealing with COVID in coming months.
- d. Education
 - i. Val Walker program September 15, 2022
 - ii. Re-invite Harry Margolis- “Getting Your Ducks in Order”.
 - iii. All the Lonely People” update.

8. Old & new business

- a. Town is making an offer to Charles Carey as Town Administrator.
- b. Select Board discussing change in Brookline government form.
- c. *****

9. Next meeting: Wednesday, September 21st, 2022