

BrooklineCAN Steering Committee

Notes

February 15, 2017

Attendance: Michaela Barrows, Ruthann Dobek, Karen Fischer, Marsha Frankel, Susan Krinsky, Elenore Parker, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, Roberta Winitzer. Since it was Michaela's first meeting (replacing Lance Chapman as the Goddard House Representative), we introduced ourselves.

Plans to promote the Reunion project. Elenore reviewed plans to publicize the Reunion Project photo exhibit to be displayed at the Senior Center and Goddard House, April 3-June 30. The Education Committee identified people to invite to participate, and Roberta is one of the participants. Elenore and Bea Mikulecky are working on "backgrounders" to prepare for feature articles as well as releases and calendar announcements. She requested assistance with following up with media outlets, and Marsha and Roberta volunteered to join Matt on follow-up.

Resignation of Membership Assistant. Susan Halpert, who has served as Membership Assistant for nearly a year, has resigned. Search for a replacement will begin immediately. One of the issues has been the availability of an office when the assistant is available to work. We will pay more attention to scheduling in interviewing candidates this time.

Committee for the Annual Meeting. The first committee meeting is planned for Wednesday, March 8 at 3:00 in the Senior Center. The event is planned for Thursday, September 14.

Treasurer's Report. As of February 13, 2017, we have a total reserve of \$20,049. The first renewals for Sustaining Memberships (3 years), which contributed to an income surge in FY 2015, are coming up. We currently have 63 households and 57 individuals in the Sustaining Membership category. Molly will draft a special letter for this group, who may feel that three years has whizzed past!

Town Budget for FY18. The initial budget for the Council on Aging includes as a potential item for the cut list the \$10,000 budget for renters to work off \$1,000 each by working for the Town. By the end of March, we will know more about whether we need to advocate for this program's funding.

TRIPPS Update. The grant process for third-year funding has not been announced; the funds are Federal dollars administered by the State. Maria Foster has been hired to work with Kerri Ann Tester on outreach. They both work half with Newton and half with Brookline. Funding (\$12,000) raised through Betsy Pollock's participation in Dancing with the (Brookline) Stars may be applied to a pilot project using Lyft to transport seniors to medical appointments.

Committee reports

Finance. Ruthann is confirming members of the Finance Committee, which will meet March 15 at 1:30 in the Senior Center.

Service Referrals. Committee members are checking licenses and following up on suggested service providers. They are looking to build a list of handymen (including women).

Membership. Today, we have 370 active members, up 26 from January. The Membership Drive in late January involved sending mailers with personal notes to 210 former members and 81 “Prospects” (people who had signed in at BrooklineCAN events). About 12 percent of former members who received their mailers with the reply enveloped inside have renewed, an excellent result. Slightly less than 5 percent of Prospects have joined so far. We will continue checking both results. The membership event on Thursday, May 18 is an opportunity for members and prospective members to gather with the theme “How to Stay Young While Growing Older and Have Fun Doing It.” Our goal is to end the year with 400 members.

About 35 residents of 100 Centre Street attended a BrooklineCAN program January 30. Molly moderated and Susan Granoff, Matt Weiss, and Kerri Ann Tester spoke. We expect to plan an information session at 100 Centre every year.

Communications. John mentioned that the Trash Forum on the new Hybrid Pay As You Throw program was not listed on the website because he had not received any information. The March newsletter is just about complete.

Education. Three upcoming events are planned: (1) Thursday, April 6, “The Age of Longevity: Reimagining Tomorrow for Our New Long Lives” with authors Rosalind Barnett and Caryl Rivers, 6-7:45 at Goddard House; (2) the Reunion Project reception at the Senior Center, Thursday, April 20, 6-8 p.m; and (3) Thursday, June 1, 4-6 pm at the Senior Center, “Extra” housing options with Len Fishman.

Livable community advocacy / Age friendly city. A candidates forum is planned for April 24, 4-6 at the Senior Center. Channel 5 recently interviewed Frank Caro on snow removal.

Next meeting. Wednesday, March 15, at 3:00 PM. Future meetings (third Wednesdays at 3) are April 19, May 17, and June 21.

Notes prepared by Molly Turlish