

BrooklineCAN Steering Committee

Notes

March 18, 2015

Attendance: Peter Ames, Carol Caro, Frank Caro, Ruthann Dobek, Michelle LaPointe, John Seay, Ruth Seidman, and Molly Turlish. Also attending was Jamie Donchin.

Annual Meeting. The theme selected for the Annual Meeting Thursday, September 17, is local transportation options. We have invited former Governor Michael Dukakis to accept our award. The planned format is similar to 2014, with an expo format for all types of transportation and tables for committees followed by a program with BrooklineCAN annual reports.

Election forum. The Livable Communities Advocacy Committee is sponsoring an election forum on Thursday, April 30, 4-6. Candidates for Selectman and spokespeople for and against passage of the override will speak. Frank was urged to invite Judith Kidd to moderate. The League of Women Voters forum scheduled for the evening of April 8 at Town Hall will be filmed by BIG (Brookline Interactive Group), and portions of the tape will be shown at the Senior Center with analysis by the League on April 22.

Budget for FY2016. Committee requests are due March 31; one has been submitted so far.

Repair and Referrals. Jamie Donchin reported that she, Matt Weiss, and John studied monthly use of the online lists of contractors and other professionals and found about 20 hits per month. They judged that number adequate to justify continued updating and vetting. The key is recruiting volunteers who – with a minimum of meetings – will vet contractors and run one event per year. John mentioned that he had used the Volunteer Match site that had been recommended for recruiting volunteers (<http://www.volunteermatch.org/search?!=Boston%2C+MA%2C+USA>) and emphasized writing a specific and compelling job description including number of hours per week. He will research how to list positions.

Recent publicity. Mass Realty has developed an article about BrooklineCAN that is posted on their website, with a link on our website under “News.” The Tufts Health Plan Foundation has also recently posted a “profile” about BrooklineCAN and the Brookline Age-Friendly City Initiative on its website. John will add a link to the Tufts profile to our website.

After the Mass Realty article was posted containing obsolete information, Frank checked our website and found the obsolete information there. John will send quarterly reminders to the Steering Committee to remind members to review and update the sections of the website that highlight each person’s area of interest and responsibility. Molly mentioned that the FAQs are still out of date (have not ever been revised or updated); the Communications Committee had agreed to review them at our January meeting.

Membership. Today, we have 320 active (paid) members, down 13 since the February meeting. Members of the committee continue calling former members to encourage them to renew. The

revised membership brochures are nearly ready to print, and we will order more copies since the current version was printed only nine months ago. If the new brochures are not available, we will distribute every brochure we have at the special showing of the film about Glen Campbell at the Coolidge Corner Theatre March 26.

The first ever membership event, featuring a speaker from The Conversation Project, will be Tuesday, May 19, from 5:30-7 p.m. at the Senior Center. We are promoting it in conjunction with a talk by Ellen Goodman at Temple Ohabei Shalom on Tuesday April 7. The budget for our 5/19 event is \$500 to cover flyers, refreshments, and printing handouts.

With the passing of Betty Joel, "Senior Scene" lacks a host. Don Weitzman (former member) and Jean Stringham (current member) were suggested.

Communications. The April newsletter is nearly done. Each newsletter now includes a "web feature of the month" to help build use of the website. A list of media outlets is now available for us to use. The committee will draft a communications policy to bring to the Steering Committee. It will list what is included and what the procedure is for approving letters, flyers, brochures, posters, etc.

Education. Upcoming programs include (1) March 23rd, "Embracing Your Sexuality" 6-8 at Hunneman Hall at the Main Library; (2) March 26, "I'll Be Me" 7 p.m. at the Coolidge Corner Theater (all the free tickets are gone, so the only remaining tickets are the 144 available for sale by the theater); (3) May 14, health fair. Since the health fair will probably sell out, register early. BrooklineCAN will have a table.

Professional Service Providers Group. Josh Obeiter of Seniors Helping Seniors in Newton will speak March 26. He is interested in an "ancillary membership," and the decision will be made by voting. Ruthann mentioned that his organization is in competition with the H.E.L.P. program.

Livable Community Advocacy Committee. Sarah Slymon (Brookline Public Library) will speak March 23 on "Libraries of the Future," focusing on features and services appropriate for seniors.

The Age Friendly Cities initiative is developing a connection with BIG; Matt Weiss hosts a monthly program. Roberta Winitzer, Matt Weiss, and Henry Winkelman are producing the show. Nancy Daly and Frank Caro will be guests for the first show, an overview of Brookline's Age-Friendly City initiative.

Finance. As of March 17, expenses total \$5,812 and income, \$11,335, for a net of \$5,523. Funds on hand total \$21,919. The Finance Committee will meet at 2:00 on Wednesday, April 15.

Next meeting: Wednesday, April 15 at 3:00 PM.

Notes prepared by Molly Turkish