

BrooklineCAN Steering Committee

Notes

July 16, 2014

Attendance: Ruthann Dobek, Carol Caro, Karen Zweig, John Seay, Matt Weiss, Ruth Seidman, Laura Baber, Elenore Parker, and Frank Caro

Preparation of annual report. Kathy Burnes has volunteered to organize the annual report. She proposes that we build on the accomplishments listed for our December 2013 special meeting. Committee chairs have been asked to send a list of additional accomplishments to Kathy. Reports were due yesterday. Some committee chairs did not recall the request from Kathy. Frank will recirculate Kathy's request for information and urge chairs to submit reports promptly.

We discussed the organization of the annual report. A key question is whether information on accomplishments will be organized by committee. Committees have an interest in including information that will help in recruiting new committee members. We appreciate Kathy's willingness to organize the report this year. Based on feedback on the 2014 report, we may modify the format in future years.

Elenore Parker volunteered to help Kathy with the annual report.

Plans for annual meeting on September 17

- a. The BrooklineCAN newsletter will include a prominent article on the annual meeting in the September issue that will go out at the end of August.
- b. We expect the Membership and Communication committees to have a presence at the annual meeting. We want to use the occasion to get people to join and to attract them to various committees. We will have extra copies of the newsletter available.

Volunteers needed for Brookline Day September 14. We will have a booth at Brookline Day. Frank is seeking volunteers who will contribute an hour or two. Interested members should

contact Frank. We will include a story about Brookline Day in the newsletter and invite volunteers.

We are concerned about the logistics of bringing table material to Lars Anderson Park on Brookline Day. To get close to the table for delivery purposes, we have to arrive unreasonably early. We will explore the possibility of delivering our material either through the Library or the Senior Center.

Membership Committee. Molly sent a message to Frank that he transmitted to the committee: As of July 9 we had 289 members, up 15 from June and up another five from May (all as of the second Wednesdays of each month, when our committee meets). Response to the three-year Sustaining Memberships has been very good, with four renewals in the first week they were available on the website. Many thanks to John Seay for working through the changes needed to implement them.

Molly ascribes the increase in numbers of active (paid) members to phone calls and emails sent by the Membership committee members to former members and to committee chairs following up with members of their committees whose memberships were not current.

Communications. We have released a July/August newsletter at the beginning of July. Our next newsletter will come out at the beginning of September. Media Relations plans to place articles in the Senior Center newsletter on a regular basis. The current editor is willing to make some space available to us in that newsletter. In the new Town website, the Senior Center may be in a position to set up a blog. The Senior Center will welcome material from us to be placed on the blog.

Matt Weiss has the capacity to send messages out through Twitter and Facebook. To make use of Matt's capability, call him on his cell phone: 617 935 1366.

With information provided by Ruth Seidman, John has updated the links page of the website.

Professional service providers. Karen reported that the Professional Service Provider group is receptive to increasing its membership modestly. The committee wants to remain Brookline focused. The committee is considering including professionals who offer a unique service in Brookline but who live outside of Brookline. The committee, for example, is considering the addition of a professional who offers a financial management service for seniors.

Education. The next educational program will be offered on October 15 when James Greenblatt, M.D., will speak on nutritional supplements. The program is being offered through Brookline Adult Education. Promotional material is displaying the BrooklineCAN logo.

For the first time, a follow up survey was conducted by the Education committee on attendees of an educational program. The event was the elder care panel in May. A total of 25 people responded to the survey. Most often, the respondents had heard about the program through the Senior Center. The vast majority gave the panel a favorable assessment. The Committee will routinely survey program attendees on a regular basis.

Finance. Membership now totals 292. We ended the fiscal year (June 30) with a balance of \$16,396. We are now in a position to spend at least \$2,000 each year on projects. We will pay for legos that will be used to construct a display at Town Hall in September focused on our age-friendly initiative. We may also spend on a curriculum to support collaboration between seniors and teenagers. That project is being explored through the teen center. Some funding may come from the Brookline Community Foundation.

Livable Community Advocacy committee. At its next meeting, the committee will hear from the owner of a taxi company on taxi medallions. The speaker is a member of the Moderator's committee on taxi medallions. The committee will also have a visit from representatives of WalkBoston to discuss WalkBoston's current Brookline pedestrian project. WalkBoston is preparing some recommendations for pedestrian improvements on Harvard Street between Beacon and Babcock Streets.

Next meeting: Tuesday, September 23 at 3:00 PM

Notes prepared by Frank Caro