Brookline

COMMUNITY AGING NETWORK

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**2018 ANNUAL MEETING**

#### Celebrating Age-Friendly Businesses:

***Good for all Ages…Good for the Bottom Line***

Thursday, September 13, 2018

5:00 – 7:00 p.m.

Brookline Senior Center

93 Winchester Street

Brookline, MA 02446

[www.BrooklineCAN.org](http://www.BrooklineCAN.org)



Brookline Community Aging Network – BrooklineCAN – is a town-wide, all volunteer initiative founded in 2010. We pull together resources in innovative ways to ensure that older adults have the information and support needed to remain engaged in the life of the community. We succeed through advocacy, innovation, and collaboration.

 Our 400 members – who range in age from 34 to 96 – live in all areas of Brookline, 14 other towns and cities in Massachusetts as well as in other states. Members live in apartments, condos, single-family houses – every type of housing. Many, but not all, are retired. All of them care about making Brookline an even better place to live, for seniors and people of all ages!

 BrooklineCAN volunteers – 75 volunteers and growing – team up to enhance communication, build membership, advocate for meaningful change, and engage older adults in stimulating educational opportunities.

This year BrooklineCAN celebrates the launch of our **Age-Friendly Business** **Campaign** to recognize Brookline businesses for the age-friendly features they offer and to encourage them to adopt more age-friendly features. We also urge Brookline older adults to patronize businesses with age-friendly features. Businesses apply for the age-friendly designation by completing a check list documenting the extent to which they are “hospitable” to older customers. We also invite business to list ways in which they are particularly proud of their efforts to attract older adults.

***We are grateful for the contributions of our Founding Partners***

 

Guide to Activities:

*First Floor:* Registration and Expo – enjoy wine, beer and hors d’oeuvres

*Third Floor:* Award ceremony, Brookline High Jazz Ensemble, light dinner

**PROGRAM AGENDA**

 **5:00 pm Welcome to BrooklineCAN!**

Explore Expo, Network, Learn, and Enjoy!

**6:15 pm Program**

**Welcome** Matt Weiss, *Master of*

 *Ceremonies*

 Frank Caro and Ruthann Dobek,

 *Steering Committee Co-Chairs*

**Special Thanks to Volunteer Members**

 **Community Service Awards for Engagement**

*Helping to promote age-friendly businesses in Brookline*

 Brookline Chamber of Commerce
 Brookline Economic Development Advisory Board

 Coolidge Corner Merchants Association

  **Age-Friendly Business Panel**

Moderated by: Matt Weiss

Katherine Tallman, Coolidge Corner Theatre

 David Leschinsky, Eureka! Puzzles & Games

 Kyle Perzanoski, Brookline Bank – Coolidge Corner

 Paul Saner, Economic Development Advisory Board

**2018 Key Accomplishments**

**Livable Community Advocacy**

* Several measures have been introduced to provide **property tax relief** to financially-distressed senior homeowners. Town Meeting lowered interest rates charged to seniors who participate in the Town’s Tax Deferral program; sought permission from the Legislature to relax income eligibility for the Tax Deferral program; and provide benefits of the State’s Circuit Breaker program to certain senior homeowners who fail to qualify only because of Brookline’s very high property values (measure was proposed by member Susan Granoff). The Assessor’s office and the Council on Aging have initiated outreach efforts to seniors experiencing difficulties with property tax payments.
* Public education efforts were concentrated on **economic insecurity** among seniors in Brookline. Extremely high housing costs received the greatest attention.
* Consideration of an **affordable housing development** for seniors on the Kent-Station street parking lot is moving forward.
* An **election forum** for candidates for Town Office was sponsored once again. Candidates were asked to address the Committee’s priority concerns about needs for greater attention to needs of financially distressed seniors, expansion of the Senior Center, increased supply of affordable housing for seniors, improved subsidized transportation for seniors who do not drive.
* The Town’s new Pedestrian Advisory Committee is concentrating its efforts on **pedestrian safety improvements** in North Brookline where most seniors live.

**Communications**

The Communications Committee gathers information from sources throughout the town and distributes it through the BrooklineCAN website, newsletters, news releases, and BIG-TV (Brookline Interactive Group).

Visit the website, [www.BrooklineCAN.org](http://www.brooklinecan.org/), for lively news from Facebook and up-to-date tweets; the latest Age-Friendly Cities TV (AFC-TV) programs broadcast on BIG; news releases about current

BrooklineCAN-sponsored activities; and the monthly newsletter.

**2018 Key Accomplishments**

Nearly 1,000 subscribers receive the on-line BrooklineCAN newsletter. A paper version is available at the Senior Center and Brookline Library. The monthly newsletter features descriptions of upcoming events and activities organized throughout the town and nearby locales,

along with “Book Talk,” which includes reviews of books recommended by members.

News releases, promoting sponsored meetings and other happenings of interest to older adults, are sent to the TAB, Boston Globe, and other resources for spreading news.

**Membership**

In May over 40 members, former members, and guests enjoyed a fun evening of "The Power of Play: Games, Puzzles, and Trivia to Keep our Brains Young."  It was a celebration of BrooklineCAN membership and a chance to remind all that the effectiveness of BrooklineCAN's advocacy rests on its membership base.

The second annual membership drive was very successful. A printed invitation to join or renew was mailed in early February to 308 former or prospective members, including many who had attended events but not yet joined.

**Volunteerism**

BrooklineVolunteers.org is for people of all ages who are searching for meaningful volunteer opportunities in the Brookline and Metro Boston area. It is jointly sponsored by BrooklineCAN, the Brookline Senior Center, and the Brookline Commission for Women. It has been developed by volunteers for volunteers. It is user-friendly and is a place to start for prospective volunteers.

In response to our advocacy, the Brookline Schools are now offering positions for senior homeowners who are participating in the Property Tax Work-Off Program. Brookline High School, Heath, Runkle, Pierce, and Lincoln schools are participating. Some participants will work as library assistants; the others as "reading buddies."

**2018 Key Accomplishments**

**Service Providers**

New volunteers have re-launched this program! They have added new vendors and categories. We currently list 108 providers (86 new) in 28 categories (18 new). Members can read more and see updated listings on the website. We continue to review suggestions from our members as they come in and are eager to update and/or edit information that we already have when we hear from our members.

**Education**

New York Times columnist Paula Span spoke at our May 24 event; she praised BrooklineCAN for its innovative work on behalf of older adults. Her lecture inspired our members to find purpose in their retirement. This was also an opportunity to honor committee member Helen Kass with a fitting memorial tribute, Helen’s daughter shared how Helen and Rudy chose Brookline in their retirement, since the neighborhood fit their criteria for activity, services, and meaningful connection. Ms. Span’s lecture embodied the type of programs we strive to bring to the community each year.

Other programs included: Seven Steps to Managing Your Memory (Andrew Budson, MD); Tending to Our Humanity (Ron Hoffman); Spark and Go Wild (John Ratey, MD); Ending Ageism (Margaret Morganroth Gullette); and Hello, Brookline.

We seek ideas, authors and new members to assist in bringing stimulating educational programs to Brookline.

**2018 Community Service Awards**

We thank these organizations for helping to inform Brookline businesses about our age-friendly business campaign and encouraging businesses to join the campaign.

**Brookline Chamber of Commerce**

**Brookline Economic Development Advisory Board**

**Coolidge Corner Merchant’s Association**

**Age-Friendly Business Panel**



Widely regarded as one of New England’s most beloved cultural landmarks, the Coolidge Corner Theatre is one of the nation’s most prominent independently operated movie theatres, run by the not-for-profit Coolidge Corner Theatre Foundation.

Eureka! is a store overflowing with treasures ranging from artful jigsaws to diabolical mindbenders, clever games, to the ancient art of Japanese puzzle boxes. Their goal is to provide a collection of items which stimulates the mind, is playful to the spirit, and has lasting value.

Since 1871, Brookline Bank has built a legacy of consistent financial strength, trust, outstanding banking services, and strong customer relationships. Today, they deliver an expanding array of valuable banking and financial services geared to helping individuals and businesses manage their finances.



Brookline Economic Development Advisory Board promotes the vitality of our commercial areas: EDAB pursues these objectives within a framework that recognizes dearly-held town values about preserving and enhancing the character of neighborhoods, appreciating diversity, and the role of affordable housing in maintaining that character, historic preservation, open space, and high-quality schools and other town services.Paul Saner, EDAB co-chair and Commissioner of the Massachusetts Commission for the Blind.

**Thank You to Our Exhibitors**

*Brookline Booksmith*

*BrooklineCAN*

*Brookline Chamber of Commerce*

*Brookline Economic Development Advisory Board*

*Brookline Senior Center*

*Coolidge Corner Merchants Association*

**Thank You to**

**The Brookline High School Jazz Ensemble and their General Manager, Carolyn Castellano**

**Thank You to**

**Our Members and Sponsoring Donors!**

Membership donations make possible BrooklineCAN’s outreach and advocacy programs. Our sponsoring members have a special role in our collaborations and innovations – thank you.

**Your additional donation of $10-$250 or more makes possible information, advocacy, and outreach on behalf of Brookline older adults. Please donate today online or with a check!**

BrooklineCAN

93 Winchester Street

Brookline, MA 02446

www.BrooklineCAN.org

617-730-2777

**2018 Age-Friendly Businesses**

[Aborn True Value Hardware](http://www.brooklinecan.org/afb_details.php?key=1)  – Retail Services and Goods
[Barcelona Wine Bar](http://www.brooklinecan.org/afb_details.php?key=15)  – Food Beverage Grocery
[Beau Brummel](http://www.brooklinecan.org/afb_details.php?key=14)  – Barber/Beauty/Spa Services
[Brookline Bank](http://www.brooklinecan.org/afb_details.php?key=12)  – Professional/Financial Services – Bank
[Brookline Booksmith](http://www.brooklinecan.org/afb_details.php?key=3)  – Retail Services and Goods
[Brothers Restaurant](http://www.brooklinecan.org/afb_details.php?key=17)  – Food Beverage Grocery
[Caffe Nero](http://www.brooklinecan.org/afb_details.php?key=4)  – Food Beverage Grocery
[Chobee Hoy Associates](http://www.brooklinecan.org/afb_details.php?key=5)  – Real Estate
[Coolidge Corner Theater](http://www.brooklinecan.org/afb_details.php?key=6)  – Arts & Entertainment
[Dorado Tacos & Cemitas](http://www.brooklinecan.org/afb_details.php?key=10)  – Food Beverage Grocery
[Eureka Puzzles](http://www.brooklinecan.org/afb_details.php?key=7)  – Retail Services and Goods – Games & Puzzles
[Eve Michael Salon & Spa](http://www.brooklinecan.org/afb_details.php?key=18)  – Barber/Beauty/Spa Services
[Fire Opel](http://www.brooklinecan.org/afb_details.php?key=30)  – Retail Services and Goods
[Focal Point Opticians](http://www.brooklinecan.org/afb_details.php?key=34)  – Retail Services and Goods
[Goddard House Assisted Living](http://www.brooklinecan.org/afb_details.php?key=8)  –  Other  – Not for profit Assisted Living
[Hebrew Senior Life](http://www.brooklinecan.org/afb_details.php?key=26)  –  Other  – Housing
[Israel Book Shop](http://www.brooklinecan.org/afb_details.php?key=16)  –  Other  – Judaica
[Jin's Fine Asian Cuisine Sushi Bar](http://www.brooklinecan.org/afb_details.php?key=33)  – Food Beverage Grocery – Asian restaurant & full bar
[La Voile Brookline](http://www.brooklinecan.org/afb_details.php?key=29)  – Food Beverage Grocery
[Livite](http://www.brooklinecan.org/afb_details.php?key=19)  – Food Beverage Grocery
[Magic Beans](http://www.brooklinecan.org/afb_details.php?key=22)  – Retail Services and Goods – Baby Gear, Toys, Surprises
[Michael's Deli](http://www.brooklinecan.org/afb_details.php?key=21)  – Retail Services and Goods, Other  – Catering
[Oath Pizza](http://www.brooklinecan.org/afb_details.php?key=24)  – Food Beverage Grocery
[Olive Connection](http://www.brooklinecan.org/afb_details.php?key=32)  – Retail Services and Goods
[Sanela Salon](http://www.brooklinecan.org/afb_details.php?key=25)  – Barber/Beauty/Spa Services
[Simons Shoes](http://www.brooklinecan.org/afb_details.php?key=9)  – Retail Services and Goods
[Stanetsky Memorial Chapel](http://www.brooklinecan.org/afb_details.php?key=11)  –  Other  – Funeral Home
[Starbucks Washington Square](http://www.brooklinecan.org/afb_details.php?key=28)  – Food Beverage Grocery
[The Abbey](http://www.brooklinecan.org/afb_details.php?key=35)  – Food Beverage Grocery
[Tiny Hanger](http://www.brooklinecan.org/afb_details.php?key=23)  – Retail Services and Goods
[Wild Goose Chase](http://www.brooklinecan.org/afb_details.php?key=31)  – Retail Services and Goods