

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes March 19, 2014

Ruth Seidman (presiding and recording), John Seay, Elaine Mountleigh, Elenore Parker, Matt Weiss, Bea Mikulecky, Aaron Seidman

1. Carol Caro had an unexpected time conflict and was unable to attend. She asked Ruth to chair the meeting in her place.
2. Matt Weiss has re-activated the BrooklineCAN Twitter account and is tweeting on a regular basis. Send him material for inclusion. <mxweiss2@gmail.com>
3. **Newsletter.** Ruth distributed a proposed list of articles for the April issue. The committee added some items. Articles are due to Carol and Ruth by March 24.
4. **Website.** John has been making various updates and additions to the site, such as a new section and menu item on “Age-Friendly Cities”.
5. **Membership Data Base.** John Seay reported that Alan Klickstein prototyped the use of MySQL (a free, open-source database system) as a Brookline CAN database and we now have a functioning, shareable, on-line membership database.
6. **Media Relations.** Elenore reported that the Drinking, Drugs, Rock n’ Roll (our March 5 program) news release was picked up by the TAB, Globe West, and Brookline Patch. It may have been picked up by other online outlets. Matt Weiss conducted follow-up calls to media. Elenore will be contacting the TAB about running regular stories on Brookline’s Age-Friendly Cities initiatives. In the future, she will also be in touch with Brookline.com, a website, like Brookline Patch, devoted to news about Brookline (www.Brookline.com)
7. **Reports from Other Committees**
 - a. **Membership.** Bea reported that the committee will be proposing a multi-year sustaining membership. They are also

working on a new mission statement that will be sent to Steering Committee. Once the new mission statement is finalized, we will review the “About the Brookline Community Aging Network” section of the newsletter to see if it needs to be revised.

- b. **Education.** Ruth will give a fuller report next month, as the Education Committee’s next meeting is this coming Monday. She attended the March 5 event (Drinking, Drugs, and Rock n’Roll—substance use, misuse, and abuse by seniors) A decision had been made not to televise the program, due to the sensitive nature of the topic—the speakers wanted the audience to feel free to raise any questions they might have. Ruth distributed a flyer on the May program on eldercare and the committee discussed various aspects of the program, including its scope and its relevance to BrooklineCAN’s mission.
8. **New Business.** In an effort to promote our goal of building intergenerational networks, a suggestion was made that BrooklineCAN hold an event at the Teen Center. This idea will be brought to Steering Committee and the Education Committee.

NEXT MEETING: WEDNESDAY, APRIL 9, 2014 2:00 PM