

## BrooklineCAN Steering Committee

### *Notes*

April 18, 2018

**Attendance:** Ruthann Dobek, Susan Granoff, Elenore Parker, John Seay, David Trevvett, Molly Turlish, Matt Weiss, Roberta Winitzer

**Nominating Report.** The report of the Nominating Committee was held to the May meeting, including a discussion of expanding the Executive Committee. Attracting active representatives of the Founding Partners, especially Center Communities and Goddard House, is a continuing challenge.

**Annual meeting.** The Committee selected the theme of Age-Friendly Businesses but has not yet identified a keynote speaker. The possibility of planning a panel of business leaders was discussed.

**Recruitment of a Membership Committee Chair.** Molly reported that no one has yet accepted the role of chair or co-chairs. She has drafted a job description which will be circulated with these meeting notes.

**Community Networks for Aging in Place (CNAP).** Frank and Susan will attend the annual meeting Saturday, June 23 at Brandeis.

**Strategies to strengthen B-CAN committees (continued from March meeting).** Steering committee members shared how they became involved: through friends, an article in the TAB, through connections to other community organizations and institutions including political campaigns and LCAC. Civic engagement seemed to be a common thread, making the April 26 election forum a prime opportunity. David and Molly are scheduled to greet attendees.

**Age-Friendly Business campaign.** Window decals are on order.

**Treasurer's report.** The past month saw numerous large payments required annually or bi-annually (membership assistant, brochures, etc.) and average income, leaving us \$1,550.79 in the red for the year.

### **Committee reports**

**Education.** The March program on ageism has been rescheduled for April 19 at the Senior Center 6-7:30 featuring Margaret Gullette. The next event May 24 at the Senior Center will feature Paula Span, columnist for The New York Times, with a reception dedicated to Helen Kass.

**Communications.** The new BrooklineCAN brochures will be distributed at the next meeting of the memoir class.

**Membership.** New brochures were distributed; now all materials are up to date with the new membership levels. We have 341 current members. Since about 300 membership drive mailers were sent out in early February, we have had 51 new and renewed members – not all as a result of the mailing, but the increase in membership is a move in the right direction. Flyers for

the May 10 member celebration were available at the meeting and are being distributed. Molly thanked Elenore for the press release and the newsletter editors for the articles.

**Livable community advocacy / Age friendly city.** In preparation for the election forum April 26, candidates for Select Board and School Committee have been given four issue questions. The override issue will also be presented. The Town seeks new members for the Age-Friendly City Committee. At the March meeting of LCAC, two warrant articles endorsed by BrooklineCAN were reviewed.

**Member volunteering.** Frank and Deirdre Waxman met with School Superintendent Andrew Bott about possibilities.

**Next meeting.** Wednesday, May 16 at 3:00 PM. All meetings are planned for third Wednesdays at 3 pm), and the final meeting of the fiscal year is June 20.

Notes prepared by Molly Turlish

Enclosures: Job description, Membership Committee Chair

## **Position Description for Membership Committee Chair**

### **Brookline Community Aging Network (BrooklineCAN)**

The Membership Committee Chair is selected by the BrooklineCAN Co-Chairs in consultation with members of the Membership Committee and the Steering Committee.

The responsibilities of the Membership Committee Chair include, but are not limited to:

1. Leading the committee's development of strategies designed to maintain and build the membership of BrooklineCAN, and implementation of said strategies with the Membership Committee, the Steering Committee, and other volunteers.
2. Leading the development of the print and web materials designed to communicate to members and non-members what BrooklineCAN is, what it does, and why membership makes a difference.
3. Serving as a member of the Steering Committee and attending meetings, representing the Membership Committee and reporting on activities and accomplishments.
4. Updating the list of Steering Committee names on the letterhead and in renewal emails by July 1 each year.
5. Providing leadership and training for the Membership Assistant as the assistant's duties relate to the recording of membership information, generating acknowledgments, renewal emails and letters.
6. Monitoring the database to ensure integrity and accuracy of the data.
7. Ensuring that acknowledgement and renewal letters and renewal emails are current and updated at least annually.
8. Scheduling Committee members to greet and register attendees at BrooklineCAN programs and events. Have the list of attendees entered into the database as Prospects. Have attendees entered into Vertical Response if they request the electronic newsletter.
9. Performing such other duties as from time to time may be assigned by the Co-Chairs or by the Steering Committee.
10. Nurturing and maintaining the connection with the Senior Center to ensure continuance of productive and supportive relationship.