

BrooklineCAN Steering Committee Meeting Minutes July 16, 2025

Attendees: Marilyn Benson, Carol Caro, Susan Granoff, Yolanda Rodriguez, John Seay, Ruth Seidman, David Trevvett, Matthew Weiss, Emily Williams, Sonia Wong. Staff: Jessica Milley-Gee

1. Annual Meeting Thursday, September 18, 2025 [Planning Grid .xlsx](#)

- a. Theme
 - i. Celebrating 15 years of achievement: reflecting, celebrating and moving forward.
 - ii. Identify concrete achievements – will be in program book.
 - iii. The “Beginning” – Carol provide history re formation (Why?)
 - iv. Anecdotes – Describe effort/achievements.
- b. Committee members and roles
 - i. Emily – Chair
 - ii. Jessica and Julie – Senior Center Staff
 - iii. Marilyn – Catering
 - iv. Matt – Convener
- c. Budget
- d. Speaker(s)
 - i. Ruthann – Origin
 - ii. Kathy Burnes – Founder (Need to verify her availability)
 - iii. Carol Caro – Resident present at founding
 - iv. Ruth? Emily? – Now and future?
- e. Awards
 - i. Previous award winners in program booklet.
 - ii. Presenters – Emily and Ruth (Representing the future).
 - iii. Orchid to Janet Gelbart for her service.
 - iv. Tim Davis? (Parks and Recreation)
 - v. John VanScoyoc? (Obvious question)
- f. Potential exhibitors
 - i. Founding members: Hebrew Senior Life, JF&CS, Goddard House
 - ii. Other: BrooklineCAN Membership, Age-Friendly Cities Committee (John VanScoyoc, Henry Winkelman), Transportation (Maria Foster?), LCAC (Susan, ?), AARP?, AFC-TV (Velda, John, Matt), Senior Center (Julie?, ?), Communications (?), LWV (?),
 - iii. Why become a member – Learn how Town works (information and facilitation),
- g. Publicity – Save the date
 - i. Email Blast – John & Julie

- ii. Newsletter – Carol & Julie (Beacon)
- iii. Social media – Matt & Leanne (BSC)
- iv. YouTube Channel – Matt
- v. Flyers – Communications Committee and Julie
- vi. Distribute Flyers (?)
- vii. News Release (?)
- viii. Reminder announcement email blast – John

2. Outreach

- a. Farmer's Market July 24
 - i. Many time slots open – contact Carol if you are available.
 - ii. Include Annual Meeting save the dates.
 - iii. Include signup sheets for newsletter mailing list.
- b. Rep. Vitolo new mailing (brochure to every new Town resident)
 - i. 2400 to be printed each year for the mailing.

3. Treasurers report (John Seay)

- a. New Fiscal Year (new spreadsheet with new numbers)
 - i. Payments in end of last FY \$35 and \$1000.
 - ii. Payments in new FY \$55.
 - iii. Note – 4 of 5 years in the red due to dwindling membership.

4. Committee Reports

- a. Membership
 - i. No report.
- b. **Communication**
 - i. Newsletter – Publish (including info re Annual Meeting).
 - ii. News Releases – No report.
 - iii. Website – No report.
 - iv. AFC-TV – Tommy Vitolo, consider Greg Schwartz
 - v. Social Media – No report.
- c. Livable Communities Advocacy Committee
 - i. Next meeting – 9/8/2025.
 - ii. Requesting new ideas for topics – welcomed.

5. BrooklineCAN Education Committee update

- a. **Table to August meeting.**

6. Old and New Business

- a. AFC-TV recommendation – Carol and Yolanda suggested Representative Greg Schwartz as a guest.
- b. City Charter Commission – LWV website has video of impartial study by UMass Boston of pros and cons.

7. Priorities

- a. Participate in COA Director transition and work with new director

- b. Support more funding for COA as senior population grows and needs increase
- c. Candidates Forum
- d. Annual Meeting September 2025
- e. Participate in offering educational events
- f. Continue efforts to engage and build membership; clarify role of the organization and communicate it
- g. Seek ways to revitalize Age-Friendly Business Program
- h. Begin planning for the coming year

8. Next Steering Committee meeting: August 20th, 2025 at 3 PM

BrooklineCAN Membership as of July meeting