

BrooklineCAN Steering Committee Meeting Minutes October 15, 2025

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

1. Annual Meeting

- a. Review, feedback, BIG
 - i. Ruth – Happy with the way the meeting went.
 - ii. Carol – Concerned award recipient (Tim Davis) a no-show.
 - iii. Thanks to Senior Center staff for creating excellent program.
 - iv. Estimated smallest crowd of all annual meetings.
 - v. Consider methods for attracting more people next year.
 - vi. Need more marketing (lack of PR person).
 - vii. Consider hybrid meeting next year.
- b. Follow-up on sign-ups
 - i. Email just going out so no information re responses yet.
 - ii. Need to follow up Communications & LCAC signup lists.
 - iii. Need to follow up on membership sign-up list.

2. Fisher Hill Property / WA13

- a. Reviews/Approvals/Support Completed
 - i. Public Safety subcommittee of the Advisory Committee approved WA-13 unanimously.
 - ii. Brookline Commission on Disability endorsed WA-13.
 - iii. Council on Aging/Senior Center endorsed WA-13.
- b. Next reviews of WA-13
 - i. 10/15 – Advisory Committee.
 - ii. 10/21 – Select Board with Carol presenting in person.

3. Harvard Study, focus groups

- a. Limited responses.
- b. No response to calls and no link provided so far.

4. Outreach.

- a. Ads in The Brookline Beacon
 - i. Reviewed
 - ii. 3 reasons to join – Numbers count, help needed, fun.
 - iii. Consider – 2 x ½ page ads.
 - iv. No response to date.
 - v. Website listed as place to join.
- b. Other
 - i. Age-Friendly Business – a BrooklineCAN priority.
 - ii. Ads need to go to Emily as Maureen has retired.
 - iii. Extensive discussion re the new ad.

- iv. Discussion re considering hiring a marketing person.
- v. Person who produces Spotlight is a possibility.

5. Treasurers report (John Seay)

- a. Expenses
 - i. Annual meeting - \$2,643.28
- b. Contributions
 - i. \$385
- c. Setting BrooklineCAN up with its own bank account.
 - i. Move of PayPal to new account – payment system failed.
 - ii. Result of day's effort – looks better and easier to maintain.

6. Committee Reports

- a. Membership
 - i. No report.
- b. Communications
 - i. Newsletter – New series on climate organizations in Brookline & 1st is “Greenspace Alliance”. Other organizations are: Climate Action Brookline (John Harris), Pollinators, and Elder Climate Action (Statewide). Article on Smart911.
 - ii. News releases – No report.
 - iii. Website – New payment box. Background options include light, dark and high contrast dark themes.
 - iv. AFC-TV – Emily is Episode 55.
 - v. Social media – Note popularity of videos.
- c. Livable Community Advocacy Committee
 - i. No report.

7. Education

- a. Plans to reactivate
 - i. No report.

8. Old and New Business

- a. Ruth will consider articles on each of the committees.
- b. Discussion re Age-Friendly Business Projects and consider how to proceed to revive the project.

9. Review of 2025 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

10. Next Steering Committee meeting: November 19, 2025 at 3 PM