

BrooklineCAN Steering Committee

Notes

September 23, 2014

Attendance: Peter Ames, Laura Baber, Carol Caro, Frank Caro, Ruthann Dobek, Michelle LaPointe, John Seay, Ruth Seidman, Molly Turlish and Karen Zweig

Annual meeting feedback. One hundred three people signed in: 58 current members, 12 former members, 24 prospects, and 9 town representatives; numerous people did not sign in, so total attendance was probably about 120, the same as previous years. The excitement and value of the event was not reflected in the invitation; if we want to increase attendance, we need to make the invitation more appealing and plan other outreach.

Feedback from the 21 questionnaires returned was generally very positive. There was a request that the invitation make clear the schedule of the evening (5-6 opportunity to talk with town officials about Age-Friendly Brookline, 6-7 awards program). Callers will be asking former members and prospective members for feedback during the follow-up calls.

Three people whose contributions to the Annual Meeting were particularly outstanding will be recognized with hand-written thank you notes and a letter to the editor of the Tab: Laura Baber, Kathy Burnes, and Henry Winkelman. The motion to specially thank them passed unanimously.

Annual report feedback. Reactions to the annual report were positive. For future reports, we need to clarify who is in charge of it and its purpose. Suggestions for 2015 include adding photos, laying it out in 2 or 3 columns that are easier to read, and so forth. The Communications Committee will help put together future reports.

Brookline Day. A larger group of members than in past years represented BrooklineCAN at Brookline Day, Sunday, September 14. Even though being represented at Brookline Day may not lead directly to increased membership, it is valuable in raising awareness.

Projects funded by BrooklineCAN. So far, some funds from the \$2,000 set aside in the FY15 budget have been used to support the Complete Streets forum. Another proposal in the works is for partial funding for "Bridges," an intergenerational curriculum. The goal is to gain publicity for BrooklineCAN.

Membership. As of this morning, we had 302 active (paid) members, 275 former members, and 71 prospects. Current initiatives include calls to former members and to attendees at the Annual Meeting who are not active members, membership presentations at the buildings managed by Center Communities, and follow-up with members of PSPG and BrooklineCAN committees who are not active members. Karen, Michelle, and Laura will join Molly in making calls to non-members who attended the annual meeting.

Plans for an annual member meeting are still in formation, with Judith Kidd taking the lead on putting together a program for the spring. The focus is on putting together a program with Ellen Goodman on issues addressed by the Conversation Project.

Communications. The October newsletter includes a lead article on the BrooklineCAN-sponsored October 15 program on nutritional support for healthy brain function. Also included in this issue is an article on the second Saturday in October (10/11) will feature Selectman Ben Franco speaking about the override. John asked the Steering Committee to decide whether to include links to websites focused on mesothelioma in our Links section. One link has been listed, and others want to be added. After discussion, it was decided not to include links to websites focusing on any single disease.

Professional service providers. The October 23 meeting will feature a speaker whose business is working with seniors on managing paper. Interest was expressed in participating, and it was decided that the October program would remain for the PSPG only with the possibility of offering a program to a wider audience considered afterwards.

Education. Sponsored by BrooklineCAN and Adult & Community Education, Dr. James Greenblatt, MD, will speak October 15, 6-8:30 pm In Hunneman Hall at the Main Library about enhancing mental health and supporting healthy brain function through using nutritional supplements.

Finance. Karen reported that income from memberships has averaged \$1,000 per month for each of the last three months, and we have about \$18,000 in funds. The only expense has been for Legos for the display at City Hall.

Repairs and Referrals. October 22 at 5 pm, the committee is presenting an educational program on pests (from bats to rats) at the Senior Center.

Livable communities. LCAC continues working on several issues. A hearing on a proposal about parking near the Senior Center has been tentatively scheduled for October 6. Pamela Zelnick, a member of the Transportation Board, is willing to participate in a daytime hearing on a Monday when card players from South Brookline are at the Center.

Next meeting: Wednesday, October 15 at 3:00 PM

Notes prepared by Molly Turkish