

## **Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes March 8, 2017**

Carol Caro (presiding), Bea Mikulecky, Elenore Parker, John Seay, Aaron Seidman, Ruth Seidman (recording)

1. **Newsletter.** Articles for April are due March 20. We have a large number of specifically BrooklineCAN-related stories this month, including the “Wisdom in Memories” (Reunion Project) exhibits and program, a new Age-Friendly Cities TV show, the candidates forum, and a TRIPPS article.
  
2. **Public Relations.** “Wisdom and Memories”
  - a. For the exhibits at the Senior Center and Goddard House and related programs, Elenore and Bea have prepared photos, a press release, a fact sheet, and a biographical background page on the photographer Lora Brody. These are being distributed to the media. There will also be a calendar announcement for the media. Elenore has made a contact with the TV Chronicle program and they have shown interest in following up. Matt will help with contacting the media, and several members of Steering Committee have agreed to help with this also.
  - b. Web site: The Opening Reception on April 20 is already on the Upcoming Events page and this will be expanded with links to all the documents (press release, etc.). John will put an announcement on the top page of the site at a time closer to the opening.
  
3. **Future Events**
  - a. Center Communities of Brookline, as part of Hebrew Senior Life, will be participating as one of the organizations in the Massachusetts Coalition for Serious Illness . In support of this, CCB plans to do a town-wide outreach to many organizations, clubs, and Town departments. The goal is to advocate making a health care proxy or agent; having a conversation with that individual about ones goals, preferences and values and also communicating those to one’s physician. They plan to begin this effort during Health Care Decisions Week April 16-22. Laura Baber will keep Ruth informed as plans progress.

- b. The Livable Communities Advocacy Committee is sponsoring an April 24 Candidates Forum for the Town elections in May. In addition to informing the senior community about the candidates, the forum will serve to alert the candidates to issues important to seniors.
- c. The Membership Committee is planning an event for May 18. More details to follow. John has been asked to assist with the use of Evite for the invitations.

**NEXT MEETING: Wednesday, April 12, 2017 2:00 pm**