

BrooklineCAN Steering Committee

Notes

July 19, 2017

Attendance: Frank Caro, Ruthann Dobek, Karen Fisher, Marsha Frankel, Susan Granoff, Susan Krinski, Elenore Parker, John Seay, David Trevvett, Matt Weiss, and Roberta Winitzer

1. Brookline business membership/connection meeting. A late June meeting was attended by both Steering committee members and representatives of a few Brookline businesses. The inclusion of the business representatives came at the suggestion of Lance Chapman. The meeting focused on a possible age-friendly business initiative. The interest was sufficient to justify some additional outreach and the scheduling of another meeting. Since the meeting, Frank circulated a one-page outline of a potential age-friendly business initiative for Brookline. The outline was based on a New York City initiative. Frank has reached out to a few additional business leaders who have expressed some interest. Frank will schedule another meeting in August or September. If the initiative is to go forward, we will need some business representatives who will assume a leadership role. Our hope is that we will engage the interest of some business who will then become business members. We hope to include real estate brokers, banks, and real estate lawyers.
2. Fund raising strategy. We discussed a recent ad hoc subcommittee meeting that focused on fund-raising strategies. The aim is to increase our income so that we eliminate our structural deficit. The group focused on efforts to increase the amount of the “donations” members make when they join or renew. We would like to double the amount that people donate. We will modify the membership level categories shown on our forms. Molly has also drafted a letter that makes the case to members to increase the amount of their payments.
3. We have been approached by Richard Segan, president of the Brookline-Quezalguaque Sister City program for collaboration on an educational program during Sister City week October 15/21. The proposed program will compare the aging experience in the two cities. (The program may broaden its scope to include all of Nicaragua or Central America.) Informal discussions of the content have focused on a panel that would include a background presenter with information on demographics of aging in Nicaragua, case studies of the life circumstances of two older people in Quezalguaque presented by English-speaking teachers from Nicaragua who will be visiting, and an overview of the aging experience in the U.S. by a local gerontologist. The discussion will

consider both the strengths and limitations of the aging experience in both countries and forecasts of changes that are likely in the years ahead. Frank is in communication with a doctoral student from Mexico who is enrolled at UMass Boston in the Gerontology program. The student has a demography background. She is the probable speaker. Marsha Frankel urges that we invite gerontology students from area institutions of higher education.

4. Participation in Brookline Day, September 24. Roberta, Matt, and John volunteered with Brookline Day. Others are welcome to help. We discussed the need for a theme to attract people to our table. We considered offering a quiz in which the public will be asked to identify the names of people with significant accomplishments at ages above 60. The accomplishments may or may not be those of Brookline residents. Susan Granoff proposes that all of those with notable late-life contributions have a Brookline connection. The accomplishments will be identified. People will be asked to guess the names. The quiz is likely to have 3 questions. Those with 3 correct answers will enter a raffle to win a prize. Readers of these notes should recognize that the discussion of the proposed quiz was entirely spontaneous. No firm decisions were made. Good ideas are welcome!
5. Annual meeting. The committee for BrooklineCAN 2017 is making excellent progress in making plans for the annual meeting on September 14. There were no issues for the Steering committee to consider. Beginning in August, John will feature the annual meeting on our website.
6. Treasurer's report. In June we paid GoDaddy \$1,024 for hosting our web site for the next three years. We earned a significant discount by paying for three years. The payment covers hosting, backup, and 15 domains.
7. Committee reports
 - a. Repair and Referrals. Thanks to efforts from Renny Harrigan and Pat Park, the Repair and Referral section of the website has been revitalized. We now have 108 providers in 128 categories. We have relaxed the rules. We no longer require three providers in each category; sometimes we have only one. We no longer require that businesses ask to be included on our site; instead, we inform them of our intent to list them. Further, we are not asking for information about insurance. The revitalized service will be publicized heavily in September.
 - b. Member volunteering. Alberta was not able to attend. However, she informed Frank that the volunteering website is stable.
 - c. Membership. Molly Turlish has announced that she will step down as Membership chair in June 2018. Molly has chaired the committee for five years. When Molly accepted the position, she set three years as a limit. We appreciate the fact that she served "overtime." David reported that a January mailing to

recruit new members and reactivate lapsed members yielded a 7% response rate. The committee considers the response adequate. Another similar mailing will be conducted in the future. The committee is planning another membership event in 2018.

- d. Communications. The committee did not meet in July. The next newsletter will be published in September.
- e. Education. The committee will be sponsoring a lecture by Andrew Budson at the Senior Center on “Seven Steps to Managing Your Memory.” The date is September 7. The program will be a repeat of a “sold-out” presentation at Goddard House.
- f. Livable community advocacy committee & age-friendly city
 - i. Susan Granoff reported that Senior Property tax relief committee will generate three warrant articles. One will reduce the interest rate for participants in the tax deferral program. The second will ask the State to increase the income eligibility ceiling for participants in the tax deferral program. The third will create a fund for voluntary contributions to assist destitute seniors and others with disabilities with property tax payments. The fund will be administered by the assessor.
 - ii. Ben Vivante of the Information Technology department will be the LCAC guest on July 24 at 3 PM.
 - iii. After 4 years of effort, the MBTA has established a bus stop at the Dudley Triangle. The stop improves access to the Brookline Reservoir Park. The stop was requested by Jerry Short, a committee member.
8. New business. The Executive Office of Elder Affairs will be publishing a directory of local organizations associated with the “Village Movement” in Massachusetts. (“Villages” are organizations that embody many of the features of the Beacon Hill Village program in Boston.) Because of advocacy by Kathy Burnes, BrooklineCAN will be included in the directory. BrooklineCAN in its collaboration with the Brookline Senior Center includes the key features of a “Village.” However, BrooklineCAN is not a member of the national Village to Village organization. We considered joining but declined because of a lack of sufficient benefits for us.

Next Meeting: Wednesday, September 27 at 3:00 PM. Note: there will be no August meeting. The September meeting will be on the fourth Wednesday because of the Jewish holidays.

Notes prepared by Frank Caro