

BrooklineCAN Steering Committee

Notes

September 27 2017

Attendance: Frank Caro, Ruthann Dobek, Karen Fischer, Susan Granoff, Susan Krinsky, Elenore Parker, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, Roberta Winitzer; guest-Henry Winkelman.

Annual Meeting (September 14). The event was well planned, and participants have praised it. In particular, the email communications and promotions, the keynote remarks, and the way the various parts came together were particularly praised. Questions arose about the date, but no better timing could be identified. Suggestions for improvement include:

- Assuring that all committees have members participating (LCAC was notably missing this year).
- The printed invitation needs to be proofed to guarantee that the colors and images are accurately represented.
- Having a banner made to hang outside the Senior Center promoting the Annual Meeting (without date).
- That a folder be created to store electronic files and a checklist of steps to follow, so that future Annual Meeting committees will not need to begin from scratch. John will take care of making sure such files are stored appropriately.
- That a poster-sized agenda be posted near the entrance to the Senior Center.
- That exhibitors be reconfirmed to assure participation (Brookline Adult Education did not use their table this year).
- That talking points be developed for use by the emcee and speakers representing BrooklineCAN so that who we are, what we do, etc. be clearly presented and an invitation to join be delivered from the podium.
- That the emcee announce any changes in the speaking program that are not in the printed program.
- That a photographer be appointed so that photographs are available to accompany press releases.

Brookline Day. John, Matt, Henry, Karen, and Frank staffed our booth in the “Little Town Hall” section. A quiz about Brookline residents and natives with major accomplishments later in life (put together by Susan Granoff) attracted interest, and two of the entries were completely correct. Frank will award each of the winners a gift certificate and an offer of a year’s complimentary membership (they will need to complete a membership form).

Stylus pens. As our supply of BrooklineCAN stylus pens is running very low, Ruthann and Elenore will take the lead on ordering a new supply.

Confusion. BrooklineCAN is often confused with groups we cooperate with regularly, especially the Council on Aging, the Senior Center, and Age-Friendly Cities Committee. There is significant overlap in leadership, program, etc., as well as clear distinctions. An ad-hoc sub-committee of

Frank, Susan Granoff, and Roberta will draft statements outlining the cooperative, interdependent nature of the various entities, as well as distinctions between and among them. Our status as the only membership organization should be highlighted.

TRIPPS Funding. TRIPPS has received grant funding for its third year, which starts November 1st. The project was designed as a three-year pilot project, so discussion of future plans needs to take that fact into consideration.

Age-friendly business initiative. A second meeting with business leaders is scheduled for Wednesday, October 4, at 4 p.m. in the Senior Center. Interest was expressed in identifying business leaders who will take a lead role in getting an initiative started and in having the project benefit BrooklineCAN financially. Interested Steering Committee members are encouraged to attend.

Treasurer's Report. Last fiscal year (FY 2017) ended with a deficit of \$4,688. Even though we have reserves of more than \$12,000, such a deficit is not sustainable. As usual, we are in deficit for FY 2018 since several major expenses fall early in the fiscal year. For the period of July 1 to September 25, expenses exceed income by \$3,047. An unexplained decline in the number of active members from 360 July 1st to 319 is a concern.

Committee reports

Service Referral. After a significant increase in the number of vendors listed, there has been no major change. Feedback from members is encouraged although rarely provided.

Membership. Molly and John are studying the decline in the number of members, but no pattern has emerged as yet. When we speak with members whose renewal date has passed, they typically are surprised and have no memory of receiving notice, even though we typically send a reminder email followed by a letter. Now we have nearly as many former members as current members, including a number of active volunteers. Molly will send lists to Committee Chairs and ask them to follow-up. In reaching out to non-renewed members, Molly is finding that three-year members are even more unclear about when their memberships are due than one-year members. She will work with John on ways to have membership status information available at check-ins for all events and will bring lists of former members to the next meeting of the Steering Committee to ask members to reach out to friends, colleagues, neighbors, etc.

Communications. The October newsletter is at the printer, and the November newsletter will launch a series of articles on the "Power of Engagement" theme from the Annual Meeting. Profiles of each of the award winners and some exhibitors was suggested. Elenore requested that requests for a news release come with contact person as well as who should approve a release for accuracy, etc. John shared a log of web changes.

Education. The event in early September on managing memory with Dr. Andrew Budson was well attended and well received. Upcoming programs include on cross-cultural aging October 12, 7 pm at the Senior Center (in collaboration with Sister Cities); Saturday, November 4, 10:30 am at Goddard House, "Tending to Our Humanity at the Heart of the Conversation" with Ron Hoffman

(in collaboration with Goddard House, Hello Brookline, and Compassionate Care ALS). Other programs are in the works, including an author's lecture and book signing December 5 at the Senior Center.

Livable community advocacy / Age friendly city. LCAC has endorsed three warrant articles put forward by the Selectmen's committee on property tax relief for low and moderate income seniors. The first two concern the Property Tax Deferral program for seniors. One article would raise the income level of those eligible, another would lower the interest rate required. The third would establish a program of voluntary contributions to assist senior / disabled taxpayers.

Next meeting. Wednesday, October 18, at 3:00 PM. Future meetings (third Wednesdays at 3 pm) are November 15, December 20, January 17, February 21, March 21, April 18, May 16, June 20.

Notes prepared by Molly Turlish