

## BrooklineCAN Membership Committee

October 14, 2015

### Notes

Attending: Peter Ames, Ellen Bick, Ruthann Dobek, Judith Kidd, Shirley Partoll, David Trevvett, Molly Turlish, Sonia Wong. Guests: Andrea Meyers (potential committee member), Shirley Selhub and Kerri Hamberg, S.T.R.A.I.T.S.

**Membership numbers:** BrooklineCAN has 400 active members, compared with 381 in September. Our goal for 2015 was 400 members (Hooray!), and the highest number of members ever is 412. On to 500 members!

**S.T.R.A.I.T.S.** Senior Transportation Resources, Advice, Information, Training, and Support – a new initiative of BrooklineCAN, the Brookline Senior Center, and the Town of Brookline's Age-Friendly Cities initiative – grew out of regional transportation planning. Grant funding for a three-year project has been awarded, and Kerri Hamberg is in the process of being named Executive Director. The goal is to create a model as a test case to see whether seniors (primarily) will seek information, training, and assistance with transportation alternatives and whether information exchange, training, a buddy-system, etc. works. Brookline and Newton are working together on the model. Shirley Selhub, who chairs the S.T.R.A.I.T.S. Advisory Committee knows of no similar programs. As they move the project forward, new issues and new possibilities keep coming up. One important question is – assuming the effort is successful – how to keep it going once the seed funding is complete. The discussion included the insight that BrooklineCAN is a catalyst for such projects and questions about focus groups and possible survey(s) of members (perhaps one or two questions at a time).

**Membership outreach:** Molly plans a letter in January to former members with renewal dates of October 2015 and earlier that would be similar to the mailing sent out in July 2015 to former members with renewal dates of April and earlier which had 18% success. Since Karen Fischer was unable to attend, discussion of welcome calls to new and newly renewed members was postponed to November.

**Membership presence at BrooklineCAN Educational Programs:** Nametags have been prepared for members of the Education, Membership, and Steering committees with the first name and "Ask me about (Logo) BrooklineCAN." Thank you to Judith for donating the nametags and to Sonia for printing and assembling them. David and Karen will staff registration for the October 19 program on mind-body connections in successful aging. We hope that the newly drafted introductory and closing remarks will help create interest in membership. The remarks will be fine-tuned as they are used.

**Administrative tasks:** Ruthann said that as BrooklineCAN grows and becomes active in more and more areas, administrative tasks related to membership increase. Frank Caro, Ruthann, and

Molly are meeting after the Committee meeting to discuss how these tasks might be handled in the future.

**Next meeting.** The regular meeting date for November has been changed to Monday, November 2, 3-4:30 at the Senior Center.

Submitted by Molly Turlish

10/16/15