

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes August 12, 2015**

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

- 1. Newsletter.** Articles were assigned for the September issue, to be sent to Ruth and Carol by August 21. This month we will highlight the September 17 Annual Meeting and Welcoming Reception. We will also feature the October 28 Autumn Benefit for the Senior Center that will honor Frank and Carol Caro. The announcement describes them as: “Brookline Advocates and Activists—founders of Brookline Community Aging Network”.
- 2. Public Relations.** Elenore mentioned that an article about her company, Rewarding Work Resources (a web-based matching service that helps elders and people with disabilities receive the supports they need to lead independent, full and rewarding lives), will be featured in this coming Sunday’s Boston Globe. The story, with a photo, is already in the online Globe. Congratulations, Elenore!

The press release on the Annual Meeting has been sent out. Matt will follow up with the media contacts. We also discussed other ways to publicize this event.

- 3. Recommendations for Marketing the Guide to Age Friendly Buildings in Brookline.** As part of her ReServe project for BrooklineCAN, Mary Dexter made a series of recommendations on how to market this BrooklineCAN-created guide that is on our web site. Carol distributed the recommendations prior to the meeting. Mary was unable to be with us, so we had a preliminary discussion, focusing only on her first of several recommendations related to the web. As a first step, John will feature this resource on the top page of the BrooklineCAN web site. At a future meeting, we will continue to discuss the rest of the web recommendations and then take up those for printed materials.

Next meeting: Wednesday, September 9, 2015 2:00 pm