

**Brookline Community Aging Network (BrooklineCAN)  
Communications Committee Minutes August 9, 2016**

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

1. **Newsletter.** Assignments were made for the September issue. We will feature the September 15 Annual Meeting.
2. **Website Migration and Word Press Newsletter.** We are in the process of transferring to the new host. Aaron will work on this and try to be ready with Word Press in time for the September issue of the newsletter—otherwise he will hand code.
3. **Comments on Annual Meeting Program Booklet.** We reviewed the draft page by page. Carol will forward the committee's recommendations to Kathy Burnes.
4. **BrooklineCAN Facebook Site.** Matt reported that FB now has a program for boosting non-profits. We are taking advantage of this, and as a result, in addition to the 60 people who have signed up with us, we currently have 3,000 people who have seen at least one of our messages.
5. **Report from Education Committee.** Ruth reported that the next BrooklineCAN events are: (1) October 19, at Coolidge Corner Theater with related program at the Senior Center. "Reel in the Closet" is a documentary film "that lets us connect with LGBTQ people from the past through the rare home movies they have left us." We are co-sponsoring this event with several other organizations. (2) November 9, hosted at Goddard House, speaker on the coming retirement crisis and what to do about it. "Many of today's workers will lack the resources to retire at traditional ages and maintain their standard of living in retirement."
6. **Public Relations.** Elenore and Bea have been working on press releases.
  - a. For programs with speakers, Elenore has been in contact with Ginny Mazur to request that Elenore receive the material from the speaker as well as the flyer that is being developed for the program. The original information is needed in order to create a full and accurate PR.
  - b. A PR on BrooklineCAN's success in advocating for pocket parks was almost complete, pending the installation of the benches in the pocket park at the corner of John and Green Streets. The benches have now been installed, and Carol took a photo, so Elenore will now finalize and release.
  - c. Work is in progress on a PR for the Annual Meeting.

**NEXT MEETING: WEDNESDAY, SEPTEMBER 14, 2:00 PM**