

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes December 10, 2014

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

1. **Newsletter.** We received several favorable comments on the December issue. Ruth distributed a list of proposed articles for January and assignments were made. Articles are due to Carol and Ruth by December 19. We will try to finalize the issue earlier than usual due to the holidays.
2. **BrooklineCAN column in Senior Center newsletter.** The December issue ran Elenore's article on our Professional Service Providers' Group. Bea will be working on a piece about our committees.
3. **Public Relations.** Elenore mentioned that she would like to write about our organization's activities and accomplishments, in addition to announcement of upcoming events. She would like us to let her know of ideas on this. The Livable Community Advocacy Committee's listing and rating of automatic doors in Brookline is a relatively new project, mentioned on the top page of the web site and linked to the map and story. This has not yet been written up as a press release or given to the Senior Center newsletter. The project also needs more work before we write it up. We will discuss this further at next month's meeting.
4. **Website Update.** John has been putting some changing material on the home page (right now it's "Happy Holidays" as well as the announcement of the opportunity to give a membership in BrooklineCAN as a holiday gift) and a different photo appears each time the page is opened up. He has changed the Links section to two columns, making it more readable. He has added photos of committee chairs to the listing of BrooklineCAN committees; you get to this list by clicking "Volunteer" along the top of the home page. **Committee members: please take a look at all of this.**

However, traffic is still low on our web site. We discussed new ways to promote the site. One idea is to mention the site and some of its fine features on Twitter from time to time. John will ask Matt to do this.

5. **Education Committee.** Ruth reported on the December 1 meeting. "The Genius of Marian" film on Alzheimer's on November 13, followed by a panel discussion, was very successful. The attendees particularly appreciated meeting and hearing from the daughter, who was one of the panel members. Another film on Alzheimer's, "I'll Be Me", this one with Glen Campbell, is under discussion for showing at the Coolidge Corner Theater; Sherrill House would be a co-sponsor.

Our spring program, co-sponsored with Brookline Adult & Community Education, will be a talk by Anita Hoffer, PhD, "Embracing Sexuality as We Age: Keys to Vitality". Ginny Mazur will draft the flyer and Ruth will make sure that the Communications Committee members have a chance to review it.

Next Meeting: Wednesday, January 14, 2015, 2:00 pm