

**Brookline Community Aging Network (BrooklineCAN)  
Communications Committee Minutes January 13, 2016**

Ruth Seidman (presiding and recording), Linda Cheren, Bea Mikulecky, Elenore Parker, John Seay, Matt Weiss

**1. Newsletter**

- a. For the “Uber” article in the January newsletter, we received some additional information from a reader. (This was accompanied by positive feedback on this and earlier issues of our publication.) We decided to start a new occasional column “From Our Readers”, and report this message in our February issue. Matt will mention this new column in the BrooklineCAN Twitter feed.
- b. Articles are due to Carol and Ruth By January 21.
- c. A few of the people who receive our electronic newsletter (of the 800+ received) are still reporting that they can read only the table of contents. All of these people, of whom Ruth is one, use Comcast for their email. For Ruth, this is a problem on her desktop, not on her tablet. So far, a solution has not been found.

**2. Public Relations**

- a. Elenore is writing a feature article on the Livable Community Advocacy Committee—LCAC’s successful efforts to improve sidewalk safety. This emanated from last year’s project to involve Brookline seniors who live in public housing, and to find out what issues are of particular concern to them. An important issue was that the sidewalks in their area were in such poor condition that some of them did not want to go outside any more than they had to. The LCAC has since worked with Town officials to remedy this situation. Elenore has interviewed the relevant committee members and Town officials, and has done a photo shoot of the sidewalks before and after the improvements. There is still more to do for this article, and Bea will work with Elenore. We also discussed ideas on where best to try to place this article. We discussed the Village to Village Network <http://www.vtvnetwork.org/> as a media outlet for this and other PR pieces.
- b. Regarding the Senior Center’s HELP service (the Home and Escort Linkage Program that finds trained, dependable workers to house-assist individual seniors when needs arise), we have information on this on our web site. Frank asked Bea to write up some new vignettes on recent situations where this program has been helpful. Bea has done this and will give the new material to John for the web site. We have written about this in the newsletter, but we agreed that we should do another story, probably in the spring.

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3. **Website.** John has added the YouTube (Brookline Interactive Group) video on the September 2015 Annual Meeting and the talk by Michael Dukakis; it can be found at "About Us-→Gatherings/Photos". John had already entered a description and some very nice photos of the event.

**Next Meeting:** February 10, 2016 2:00 pm