

Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes January 14, 2015

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

1. **Newsletter.** Articles were assigned for the February issue, due Jan. 23. We will introduce a new recurring column—"Web Feature of the Month"—to inform readers about various features of the BrooklineCAN web site. The first will be the Transportation section, which includes information on two convenient ways to get to the Senior Center.

We also discussed a problem with the distribution of the January issue: In some cases, the mailing went into a spam file rather than the recipient's inbox. We think it may have been because of the announcement of our March 2015 program: "Embracing Sexuality as We Age: Keys to Vitality". A message was sent to all email recipients indicating that if they did not receive this month's issue, they should check their spam file, and if the newsletter is there, they should notify their ISP to let through mailings from Brookline_CAN@mail.vresp.com. We will continue to monitor this problem.

March issue: Bea will be away during the month of February and Carol will be away February 21-March 4. If needed to cover Carol's jobs, John can add images and Aaron can send the newsletter to the printer.

2. **Education Committee Report.** The committee reviewed the poster for the March program. Further comments will be sent to Ruth within the next few days. Education is starting to plan for next fall's programs—new ideas for topics and speakers are always welcome.
3. **Web Site and Public Relations.** Elenore has looked over the web site and she is impressed with the additions and updates that John has added recently. We all agreed that there is more in the site than most of us realize. Elenore will do an article for the Senior Center newsletter about the site and what it offers. Out of this discussion came the idea (see **Newsletter**, above) to start a recurring feature in our own newsletter about the web site.

Next Meeting: February 11, 2015 2:00 pm