

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes January 15, 2014

Carol Caro (presiding), John Seay, Bea Mikulecky, Elaine Mountleigh, Aaron Seidman, Ruth Seidman (recording)

- 1. February Newsletter.** Articles should be written and submitted to Carol and Ruth by January 20. Bea, who is now our liaison to the Membership Committee, reported that Membership would like the articles specifically about BrooklineCAN to be at the beginning of each issue. This will be done. We also discussed other ways to use the newsletter to build **and retain** membership. Bea will write an article about “What BrooklineCAN does for you” for this issue. We will also continue to make sure to identify programs and activities as “brought to you by BrooklineCAN”.
- 2. Website Update.** Due to the change from Serality back to GoDaddy, John will, for the foreseeable future ,be doing all the inputting of new material. Carol, Ruth, and others who have new web content should send it to John.
- 3. Email Distribution of Newsletter.** We continued our previous discussion on what to do about the large number of bounces when the newsletter is sent out. Carol has the report from Vertical Response and requests help in figuring out how to interpret it. John will be in contact with Carol on this. The next step will be some work to clean up the mailing list.
- 4. Meet-Ups.** Bea recommended that we follow up on an idea from the December planning retreat that BrooklineCAN sponsor meet-ups. This would be one answer to the need for more social activities, and it would provide smaller, more information get-togethers. We talked about who would do this and of possible ways to organize—through our web site, email notices, Facebook? The simplest way would be to send out an email, and possibly also put an announcement on the top page of our web site (Who would like to get together at x time and x place?) with an email address of the person who organizing the meet-up. Bea offered to see about this later in February or early March.

5. Education Committee. Ruth reported that plans are set for the March 5 program “Drinking, Drugs, and Rock n’Roll” on substance use in older adults and boomers in the “new old age”. The final program of the year will be about the spectrum of eldercare available in our area, from day programs to all types of residential programs. It will be held on May 15 at the Senior Center, and will be announced in the Spring catalog of the Brookline Adult & Community Education Program.

NEXT MEETING: FEBRUARY 12, 2014, 2:00 PM