

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes June 10, 2015

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

1. Newsletter.

Articles were assigned for the Summer issue, to be sent to Ruth and Carol by June 19. This issue will cover July and August. It will include a short piece on our September annual meeting; a more complete article will appear in the September issue.

2. Guidelines for Review of Written Materials.

John reported on his presentation of the committee's recommended guidelines at the May Steering Committee meeting. The purpose of the guidelines is to ensure that BrooklineCAN promotional materials have a unified look and consistent message, and that BrooklineCAN be clearly identified as a sponsoring organization. While there was some discussion about the guidelines, it was decided that they be placed on our web site (now at "About Us" → "Documents").

3. Mary Dexter's Report on the Condo/Rental Project.

Ruth reported on Mary's presentation at the May Steering Committee meeting. As a project under the ReServe program, Mary's assignment was (1) to expand the BrooklineCAN online Housing Guide (to residential buildings offering one-floor living), to include smaller properties, and (2) recommend ways to market the guide to increase visibility and access. This marketing will also increase the visibility of BrooklineCAN. Ruth distributed Mary's marketing recommendations for electronic and print communications, which will provide our committee with a very good start in this effort. In order to give this topic the time it deserves, we decided to use our July meeting to focus on these recommendations.

4. Public Relations.

- a. On June 5, Ruthann Dobek and Frank Caro, on behalf of Brookline CAN, received the " **Innovator of the Year**" award from the Massachusetts Council on Aging. Elenore produced a news release on this as an upcoming event, and will not produce an expanded news release that will include quotes from the Council's statement and a photo.
- b. Elenore raised a question about the upcoming July Senior Center **party honoring Brookline's centenarians**. Is BrooklineCAN one of the sponsors? Should BrooklineCAN do a news release? Elenore will check on this with the Senior Center.

5. Website.

- a. John has featured the Massachusetts Council on Aging Award on our site. He has also added an entry regarding Shirley Partoll's art exhibit opening at the Library's Coolidge Corner branch to the Upcoming Events page.

- b. We discussed the issue Frank Caro raised about **keeping the web site up to date**. The sections that are currently curated (this means that someone is pro-active in giving attention to the section) are “Links” and “Upcoming Events”. Ruth does both of these. Ideally, we should have a curator for each of the sections, but since we do not, next best would be at regular intervals (e.g., once or twice a year) to assign members of the committee to review the various sections and inform John of updates to be made. We agreed that we will address this in September.

6. E-Mail Blasts to Members.

Aaron is the person who sends these out. He mentioned to the committee that our system, Vertical Response, does not accept attachments. The information needs to be in the body of the message in plain text or html (not an attachment such as a Word document or a pdf). A link is OK.

7. Education Committee.

Ruth reported that plans are underway for next year’s programs. The topic of meditation to relieve stress is being pursued.

8. Matt will serve as liaison to the Communications Committee on the **Annual Meeting Committee**.

NEXT MEETINGS: Wednesday, July 15 2:00 pm

Wednesday, August 12, 2:00 pm