

DRAFT

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes June 11, 2014

Present: Carol Caro (presiding), Aaron Seidman, John Seay, Bea Mikulecky, Matt Weiss, Elenore Parker, Ruth Seidman (recording).

1. **Brochure.** Carol distributed copies—hot off the press—of the revised BrooklineCAN brochure to attract new members. At the recommendation of this committee, a photo showing ethnic diversity was added to the draft that had been circulated. We appreciate the larger type size and the briefer wording. Regarding the colors (white, blue, green), the blue seems to have migrated to more of a purple. Carol will consider this matter for future revisions.
2. **Summer 2014 Newsletter.** As has been our practice, the summer issue is scheduled for June 30 email and July 1 paper distribution and the next issue will be September. Specifically BrooklineCAN articles: the news that the Slippery Sidewalks warrant was approved by Town Meeting, other Town Meeting actions of benefit to seniors, and a Hold the Date for the annual meeting in September. We will update the

“About the Brookline Community Aging Network” section as recommended by the Membership Committee. Articles should be submitted to Carol and Ruth by June 20.

3. **Media Relations** The Senior Center Newsletter editor, Maureen Cosgrove, currently runs in each issue a boiler plate with the BrooklineCAN logo and a statement about us that we have prepared. In this space she also includes information about upcoming BrooklineCAN-sponsored events. It would be good if, as often as possible, we could send additional material about BrooklineCAN, either news, or else a short piece about something the organization offers (e.g., listing of buildings with elevators or successful advocacy efforts). Elenore indicated that she needs additional help with media relations for this and other projects. Bea agreed to assist by sending in items to Maureen. Matt has agreed to continue to assist in making follow-up calls to media outlets who have received our press releases.

4. **Social Media.** Matt continues to update our Twitter presence; BrooklineCAN now has 200 followers. John has linked the Twitter and Facebook accounts so that what is put on Twitter shows up on our Facebook page.

5. Education Committee Report (Ruth).

- a. The May 15 program on Eldercare, held at the Senior Center, had 70 attendees and was well-received. The committee distributed evaluation forms and response was generally positive. We also received some ideas for future programs. Moderator Ann Hartstein, Massachusetts Secretary of Elder Affairs, also spoke at Center Communities of Brookline earlier in the afternoon; so many more seniors had the benefit of her presence in Brookline. The program was video recorded <http://brooklineinteractive.org/content/everything-you-wanted-know-about-elder-care> and is available on Brookline Access TV. John will create a link on our web site.
- b. Our Fall Program: Dr. James Greenblatt, psychiatrist and faculty member at Tufts Medical School and pioneer in integrative medicine, will speak on October 15 on Nutritional Support for Mental Health. Later that month, Goddard House will be presenting a program on good foods for nutrition, and we plan to publicize these two programs together.
- c. The committee is planning additional programs—Ruth will report on these at the next meeting.

d. Discussion came up about giving appropriate credit to BrooklineCAN in the posters announcing our events. Ruth will speak to Ginny Mazur about having the BrooklineCAN logo displayed prominently on these posters. We also talked again about the idea of a standard format for these posters, to promote branding for BrooklineCAN.

NEXT MEETING, Wednesday August 13, 2:00 pm

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BrooklineCAN Summer Issue (due to Ruth & Carol 6/20)

“Snow Removal Win for BrooklineCAN! (Frank)

Other TM Warrants Passed Benefiting Seniors (Frank)

Hold the Date—BrooklineCAN Annual Meeting Sept 17 (Carol)

Summer Concerts and Recreation Department outings—see
Spring/Summer Catalog, p. 33 (Bea)

Brookline Paths (Carol)

Farmers Market (Carol)

Deal of the Month—new Senior Center Fitness facility (Bea)

T Stations with Elevators (Elenore)

Events of Interest (Carol)

JFK birthplace--Brookline Treasures (Ruth)

Future Articles

Climate Action Rally in Sept, NYC, etc. (Elaine) (Sept)

Brookline Green Space Alliance