

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes June 7, 2017

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

1. **BrooklineCAN Future Events and Activities.** We agreed to start the agenda with this at each meeting in order to determine which events and activities will require coverage through the newsletter, web site, press releases, e-mail blasts, and social media.
 - a. Goddard House book release event July 25. Summer newsletter and web site “Upcoming Events”.
 - b. Camp Memory Café August 23. Summer newsletter article
 - c. Annual meeting—see agenda item 2 below.
 - d. Senior Center Benefit , October. September newsletter.
 - e. Screened Service Providers. The service has been re-activated and we will plan to do a newsletter article on this in the fall.
 - f. Senior Center HELP program. Article on this in the coming year.

2. **Annual Meeting**, September 14, 5-7 pm, Senior Center. Theme: The Power of Engagement. Keynote Speaker, Judith Gonyea, Professor of Social Work, Boston University. Matt is a member of the Annual Meeting Committee (AMC).
 - a. Newsletter: articles in both Summer and September issues.
 - b. Web site: this is already on the Upcoming Events page, and will be put on top page in September.
 - c. News release. To go out early August.
 - d. Email blast. “Save the Date” to go out soon and then a more detailed message later in the summer. AMC creates text, sends to Carol who shares with Communications Committee. Aaron puts on template, sends to Matt for AMC review. Aaron sends out.
 - e. Social media. Matt will handle.
 - f. Flyer. Last year’s flyer will be reviewed and updated.
 - g. Program and bookmark. Annual Meeting Committee creates. Communications Committee will review.
 - h. Still photos. Matt will bring up at Annual Meeting Committee.

We also talked about the annual meeting theme, and how this will be carried through the year in newsletter articles.

3. **Summer Newsletter.** July/August issue.
 - a. Assignments given out. Carol will be out of town part of June, so we will work around these dates for timely production.
 - b. To the Upcoming Events section, we will add a direction to see Upcoming Events page of web site for additional events.
 - c. Ruth reported on a proposal at Steering Committee for Business Memberships; one of the benefits will be inclusion of the organization's business card in the electronic version of the newsletter. Elenore is on the implementation group for this initiative.

4. **Web Update.** John reported on the revival of our Screened Service Providers Committee. The web site now has 40 new providers listed, with more to come. There are also a number of new categories. To get to this page, click on "Repairs, etc." on the top page, then on "Service Providers", and then on "Yes" that you are a member.

NEXT MEETING: Wednesday, August 9, 2017, 2:00 pm