

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes March 9, 2016**

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

1. Newsletter

- a. Assignments were made for the April issue. Articles are due to Carol and Ruth by March 18. We will mention the April taping of the BIG Friendly Cities TV show in the article on TRIPPS, and Matt will write a fuller article on this for the May issue. We also talked about future articles on transportation options: 1. Lyft, 2. Brookline Bikes, 3. Walk Boston.
- b. John has come up with a fix for the problem some Comcast users were having in receiving the full electronic version of the newsletter (beyond the banner and table of contents). The person who had the problem is now receiving the full newsletter. Ruth checked after the meeting and she is now receiving it as well.
- c. In revising the boilerplate section of the newsletter for an updated description of the organization, in the print version we seem to have omitted the membership information encouraging people to become members. This information remains in the electronic version. Ruth will ask Aaron to add this back for future print issues.

2. Report from Education Committee. (Ruth)

- a. Final plans are being made for the April 11 program with the author of "Selling the Fountain of Youth".
- b. There will be a TRIPPS panel discussion program in May or June on "Giving up the Keys".
- c. A July 11 program is scheduled with Lawrence Kotlikoff, whose book "Get What's Yours: the Secrets to Maxing out your Social Security" is expected to be out in an updated edition by then.
- d. A multimedia event, "The Reunion Project" with photographer Lora Brody will be held next year. It will be co-sponsored with the Senior Center, Goddard House, and possibly other organizations.

3. Public Relations (Elenore)

- a. We should look over all of our activities and events and see which ones lend themselves to press releases or longer articles.
- b. The March 3 Brookline TAB carried a page one story on BrooklineCAN's success with sidewalk repair in the areas of public housing and this also appeared in the March 2 electronic version of the TAB. We are very happy to have the coverage. There were, however, some inaccuracies and Elenore is arranging for Frank or Ruthann to send a letter to the editor on this.
- c. The first report "Age Friendly Brookline" was published in February 2014 <http://www.brooklinecan.org/documents/Age->

[friendly%20Brookline%202013%20Update%20Report%2002142014complete%20\(1\).pdf](#)

and a 2016 update is being prepared. When this appears, we will publicize it.

4. We discussed possible items for the upcoming request for next year's **committee budget**.

NEXT MEETING: Wednesday, April 13, 2016, 2:00 pm