

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes September 9, 2015**

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

1. Newsletter

- a. There was an error in the creation of the print version of the September issue. The printer used the correct page 1, but by mistake substituted the June text for page 2. The mistake was not noticed before the incorrect version was sent out (to the small number who get the print version) and put out for distribution at the Senior Center. Carol has contacted the printer and he is re-doing the issue. (The new material was received this afternoon at the Senior Center, so we will have the correct version for distribution at the Annual Meeting and at Brookline Day.)
- b. The October issue will feature the BrooklineCAN October 19 speaker, Dr. Ann Webster, on the mind-body connection and how it relates to successful aging; the STRAITS program; and the Town's creation of the Estelle Katz Employment Program for Senior renters. Articles are due to Ruth and Carol by September 20.

2. Website

- a. John has culled the Hot Topics section on the top page so that it now includes the most current material. "Expanded Apartment & Condo Listings" is one of these items.
- b. Updating the site. John has identified three sections that need to be reviewed. Matt will look at Transportation, Bea at Education, and Elenore at Culture. They will inform John of any material that they think needs updating or removal, and John will make further assignments as needed.

3. Public Relations.

- a. Elenore further developed an idea that she had presented at a previous meeting—to focus attention on BrooklineCAN by the use of themes. This would involve, in a given month or months, choosing one theme that would receive emphasis in the newsletter, media releases, the material we send in to the Senior Center newsletter, and any other method we are using for communication. We decided to try this with the "Transportation" theme for November and December, since transportation is the theme of the Annual Meeting next week and we were planning to emphasize this topic this year. We hope to continue the idea of a theme, possibly quarterly or twice a year.
- b. Bea commented that she thinks it is important in our communications to cover the new things that BrooklineCAN is doing, and in describing them, to make sure to emphasize that they are new. We agreed that this is important.

4. **Annual Meeting September 17.** Arrangements are in place. Our committee members have participated in reviewing the printed program. The committee will have a table and our members will staff it. Carol will bring newsletters, John will have his laptop to display the website, and Elenore will bring examples of our PR materials—news releases, articles placed.

NEXT MEETING: Wednesday, October 14, 2015 2:00 pm