

BrooklineCAN Membership Committee

November 14, 2016

Notes

Present: Molly Turlish, Chair; Peter Ames, Ellen Bick, Karen Fischer, Judith Kidd, Andrea Meyers, Melissa Trevvett (note taker), David Trevvett; guest Helen Davis.

Current Membership: Molly reported that there are 356 active members as of this meeting compared with 341 as of September 12. In addition, there are 267 former members, that is, members whose renewal date has passed.

Building the “prospects” list: The Committee has been developing a list of prospects, people who attend BCAN-sponsored events but are not members. There are 101 prospects at this point. The next step in preparing to telephone or email the prospects directly will be to have committee members complete the contact information we have for them. Molly will have names of those with missing information at the December meeting.

May 2017 Membership Event Working Group Report: Jude Kidd briefly described the goal and proposed content for the May event. The program will have the goal of increasing awareness of and membership in BCAN. It envisions a lively, fun and interactive program built around the topic of successful aging with short presentations—both humorous and serious—for example, on strength training, memory loss, mental acuity, independent-living, nutrition, mind-body awareness. Guests and presenters will have the opportunity to follow up on presentations in small groups. The Working Group will keep reasonable costs in mind as it plans which services to emphasize.

Jude reported that Norah Dooley, a well-known Boston-area storyteller and videographer, is enthusiastic about working with BCAN on this program. Norah proposes having BCAN volunteers tell their own anecdotes about aging. She will coach and film them and be there for the event. Another suggestion had been to create a collage of humorous video clips on aging. Melissa reported that, based on an initial search, selecting video clips from YouTube or from films might not be workable. The clips that she found required a fair amount of time and attention to identify and were not easy to comprehend quickly. The group discussed using humorous texts and cartoons as part of a video collage. The group focused on what is practical in terms of the video, and how we might combine the humorous stories Norah Dooley can collect, along with humor on the topic of aging in the form of text, cartoons and perhaps film or comedy clips. The value of having a musical background for the video was mentioned, specifically Mose Allison’s song about aging, “Certified Senior Citizen”. BIG (Brookline Interactive Group) has indicated they could assist us with creating

the collage if we can identify the images. The Membership Committee supported the goals and plans for the event as they are developing.

At the event there will be a display of BCAN materials for handout and examples of BCAN's work, and the Working Group is considering a bookmark for a handout listing key points made in presentations. In addition to any print mailings, invitations will be sent out via Evite, and each attendee will be encouraged to bring a non-member with them to learn about BCAN. There will be refreshments. Ellen Bick brought samples of home-made cookies in the forms of BCAN letters that we could serve. The committee agreed that these would be great and thanked Ellen for her willingness to make them. The favorites were the plain and the frosted or frosted with sprinkles.

Andrea Myers will join the Working Group, which will continue meeting to come up with a storyboard for the event program. Jude will develop an estimate for the cost of program preparation and presentation and will check with the Senior Center on spring dates available for use of the space there, as well as whether there are conflicts that might reduce attendance at the Membership event. There was general agreement that Thursday events have worked well for BCAN previously. **Update:** On Nov. 19, Molly confirmed that the Senior Center is reserved for May 18.

January 2017 Membership Drive Working Group Report: David shared a mock-up of a postcard (half-8.5 x 11-sheet size) for the Membership Drive. After discussion the group decided that rather than have the membership form printed on the postcard, we should find a way to include a return envelope – e.g., print one side of an 8 ½ x 11 sheet, fold it in half, tuck the return envelope inside, and seal the edges with staples or stick-on circles. The sample photos on the mockup are to be replaced with photos of BCAN/Senior Center participants. There was also agreement to include a hand-written note from members. David reported that including these notes means we'll need to use first-class postage.

David and Molly will continue working on the mailer for the membership drive, and David will contact Carol Caro about available photos and for laying out the mailer.

Welcome Calls: Molly reviewed calls to new members that had been made and circulated lists of new members that committee members volunteered to call.

Next Meeting Reminder: December 12, 3 – 4:30 pm at the Senior Center.

Reminder of 2017 Meeting Dates: Jan. 9; Feb. 13; March 13; April 10; May 8; June 12; July 10.

Notes submitted by Melissa Trevvett