

## BrooklineCAN Steering Committee

### *Notes*

February 17, 2016

**Attendance:** Peter Ames, Carol Caro, Frank Caro, Ruthann Dobek, Marsha Frankel, Susan Krinsky, Michelle LaPointe, Elenore Parker, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, and Roberta Winitzer.

**Renewed search for Membership Assistant.** Ruthann announced that the first Membership Assistant hired had to resign because of family responsibilities. Molly will email Aaron Seidman with the text for an email blast to our entire mailing list with a deadline about four weeks out (done). Sonia Wong is picking up the critical duties.

**Treasurer's Report.** For this fiscal year, income totals \$8,455, and expenses \$6,459.50, leaving a balance for the year of \$1,995.50 and since inception of \$22,747. We are 2/3rds through the fiscal year, and John has reviewed projected expenses and hoped-for renewals and feels we are on track to finish the FY in the black. We are entering budget season, and committees are asked to submit requests to Ruthann by March 10 at 5 p.m.

**Communications.** The March newsletter is nearly ready. A short version of the release on the sidewalk safety project involving residents of public housing is being distributed and a longer version with extensive quotations is in the works. John replaced the "Donate" buttons on the website with "Join" after reading feedback from a potential member. Molly and Matt spoke on behalf of keeping the language of donation at least on the page under the buttons. They will work with John on a recommendation to the Steering Committee at the March 16 meeting.

**Education.** Two programs are set, with one in the works: April 11 at the Main Library, Arlene Weintraub on "Selling the Fountain of Youth"; July 11, Lawrence Kotlikoff on Social Security (place TBA); and the Committee hopes to schedule Kerri Ann Tester to speak on TRIPPS.

**Membership.** Today, there are 386 active members, six more than at the time of the January meeting, 53 more than a year ago, and 116 more than in February 2014. We have 227 former members. The definition of "active member" is that the member's renewal date is today or in the future, while "former members" have renewal dates that are past. The letters mailed in January to former members with renewal dates of October 2015 and earlier are beginning to confirm renewals. To date, not quite 5 percent of the 150 people who received the letters have brought their memberships up to date. The list of those who received letters was circulated to those attending, and Carol Caro and Marsha Frankel agreed to follow-up with a group of former members. Molly will email lists to Carol and Marsha.

Because our supply of brochures is running low, Molly is beginning the process of updating the text, images, etc. Members of the Steering committee are asked to email her with any suggested

changes, paying particular attention to what is missing: what are dimensions of BrooklineCAN that catch the attention of friends and acquaintances who become interested once they know what BrooklineCAN is and does.

**Professional Service Providers Group (PSPG).** Kerri Ann Tester spoke about TRIPPS at the February 11 meeting and was very well received, especially by group members involved in housing. They learned that Kerri Ann is in discussion with Uber about a dedicated program to serve seniors. Bill McGroarty, director of Veteran's Services for the Town of Brookline, is being invited to speak to the group in April.

**Repairs and referrals.** Volunteers who come forward seem interested but do not follow through; no change.

**Livable Community Advocacy Committee.** Parking for Senior Center volunteers was adopted by the Transportation Board at their January meeting. Eight volunteers will be able to park for extended periods without parking fees in the Fuller Street and Centre Street lots. The second-year proposal for TRIPPS is due February 22. Ten volunteers have been trained, and the program is moving forward rapidly and successfully. It may expand beyond Brookline and Newton.

A proposal to name a standing committee on pedestrian issues is moving forward (to parallel the Bicycle Advisory Committee and the Public Transportation Committees) but the exact structure and placement in Town government is yet to be determined. Many pedestrian issues relate to the work of the Transportation Board, but some – such as sidewalk lighting and trees – do not fit well.

**Age-Friendly Cities.** A biennial report is in process. The new BIG representative working with the age-friendly television program is easing production. A link to the latest program (on Brookline libraries) has been added to the BrooklineCAN website. Proposals to build senior housing in air rights over Town parking lots are progressing as part of a study of sites for affordable housing with initial focus on two sites in Brookline Village. The committee includes a number of “heavy hitters.”

**Next meeting:** Wednesday, March 16, at 3:00 PM. Future meetings (all third Wednesdays at 3) are April 20, May 18, June 15, July 20, August 17, September 21, October 19, November 16, and December 21.

Notes prepared by Molly Turkish