

# BrooklineCAN Steering Committee

## *Notes*

March 21, 2018

**Attendance:** Kathy Burns, Frank Caro, Ruthann Dobek, Susan Granoff, Elenore Parker, John Seay, Ruth Seidman, David Trevvett, Matt Weiss, Roberta Winitzer

**JFCS Extra Funding:** Kathy Burnes reported that Family & Children's Services received additional funding for its Aging at Home project. The additional funding must be spent before June 30. The funds will be spent for such expenses as salary for the membership assistant, guest admission at the May membership event, an Age-Friendly City brochure about age-friendly features in Brookline parks, and transportation expenses to Livable Community Advocacy Committee meetings for members who live in public housing.

**Membership Committee:** David Trevvett reported that no one has agreed yet to chair the Membership committee in place of Molly

**Treasurer's report:** John Seay reported that Sandy will need additional funding to work additional hour (from 4 to 5 hours) in order to complete the work BrooklineCAN has. The Steering Committee voted to agree to the increase of hours.

John also reported on a suggestion that beer and wine should no longer be offered for free to guests at the Annual Meeting event. An alternative suggestion was made that charging for beer and wine be considered. Ruthann Dobek & Frank Caro suggested the matter should be referred to Annual meeting committee.

**Community Network for Aging in Place (CNAP):** Frank Caro spoke with Thomas Mottl of Reading about all-volunteer "village" communities emerging throughout the greater Boston region. These aging in place, neighborhood initiatives contrast with Village concierge models where members may pay \$500 or more for membership. Mottl is requesting funding from the MA legislature to assist the growth of these volunteer programs, perhaps for funding video conferences. Mottl hopes to convene a meeting of interested communities early this summer at a location to be determined. A number of Steering Committee members expressed interest in following the progress of the proposed association.

**Strategies to Strengthen BrooklineCAN Committees:** Lively discussion among attendees re: strategies, including:

- Make sure BrooklineCAN is promoted at start of all meetings/presentations
- Target people who want to be engaged with the community
- "Give Back" "Giving Forward" "Engagement"
- Research Brookline residents approaching retirement, including town government employees, colleges, medical, etc.
- Offer programs of interest to people approaching retirement
- Special or social events
- Profiles of members videotaped and posted on BrooklineCAN website or YouTube channel

- Focus on activities of committees (i.e. Livable Community Advocacy Committee)
- Create a community-sharing time
- Entertainment
- Membership Matters – Get involved
- Establish a new Social Committee
- Meet the Members
- And more -----

We will continue the discussion at our April meeting.

### **Committee reports**

- **Age-Friendly Business Update:** Frank circulated folders that are being given to businesses to interest them in joining. Stickers for business windows are being printed. Information about Age-Friendly businesses is being written up in the newsletter.
- Experience with two branches of Brookline Bank (Coolidge Corner & Washington Square) demonstrates that each branch of business may want separate memberships and be approached differently.
- Carol Seibert is sending an acknowledgement letter to new Age-Friendly business applicants.
- Need to share applications of businesses with John so that he can put the information on the web site.

### **Treasurer's report:** (see above)

27 new members and renewals

New membership rates are beginning to arrive. John accepts whatever member pays, without comment.

John reports, "Active membership is growing in right direction."

### **Education:**

March event (Ending Ageism), which was cancelled by snowstorm has been re-scheduled to April 15. Previous location was Main Library, new location at Senior Center.

May 24, Paula Span, NY Time writer: "Updating the New Old Age," Helen Kass Memorial Program

Ruthann Dobek, Gary McCabe (the Town Assessor), and Frank Caro are planning a series of educational programs for financially challenged seniors to help them understand their options. The topics will include property tax relief.

The Livable Community Advocacy committee will sponsor an election forum on April 26. The forum will feature candidates for contested offices (Select Board and School Committee) and the Override proposal. ,

### **Communications.**

Ruth Seidman presented March newsletter

Elenore Parker distributed news release for “The Power of Play,” Membership committee’s annual spring event

Matt Weiss discussed Social Media activities.

John Seay presented new look of BrooklineCAN.org, website

**Membership.** (see above, Strategies to strengthen committees)

David Trevvett reported for Molly Turlish (chair)

May 10, “The Power of Play” – Discussion about non-member \$10 charge

- We will not request a liquor license or serve wine, etc
- Barbara Cone will introduce B-CAN and wrap up the program by presenting a year’s complimentary membership to Nancy Linde, the author who will lead the evening’s program
- Molly to work with Ruth Seidman and Carol Caro for Newsletter article, and with Elenore Parker for media relations
- Barbara, Linda, Ellen Bick, and Molly will meet with Julie Washburn at the Senior Center, probably in late April, to review logistics of the event, including (if not already addressed):
  - Confirm that Molly’s laptop can access the database during registration (to confirm current membership)
  - Determine whether AV set up works with Nancy Linde’s equipment
- Karen will talk with Ruthann Dobek about how to respond to non-members who arrive at the event unable to buy a \$10 ticket
- Need to decide whether to have snacks available on each table
- Linda & Molly to prepare a flyer and email invitation; email blast to be scheduled
- Will need to acquire \$10 bills for change. Determine whether a cash box is available.
- Many decisions to be made at the next Membership Committee meeting on April 9

**Livable community advocacy:** Susan Granoff presented report on a presentation by Susan Gittleman of B’nai B’rith Housing on affordable housing for seniors. The presentation was made at a February meeting of the committee. The committee will discuss two warrant articles on property tax relief for seniors at its March 26 meeting.

**Nominating Committee:** reported by Ruthann Dobek

Committee has a slate. Will present slate at next month’s meeting. Election of slate at May meeting

Looking at succession, proposing “Executive Committee” to be added to Steering Committee. Adding Secretary/Clerk position to Executive Committee, which now includes Chair, Vice Chair, Treasurer. We will vote in April on the proposal to add a Secretary/Clerk to our officers and to create an Executive Committee.

Diversity (or lack of diversity): How to attract more diverse members of BrooklineCAN.

**No reports** from Member Volunteering or Service Referrals.

**Next meeting.** Wednesday, April 18 at 3 pm. Other upcoming monthly meetings are, May 16, June 20.

Notes prepared by Elenore Parker – Edited by Frank Caro