

## BrooklineCAN Steering Committee

### *Notes*

November 15 2017

**Attendance:** Kathy Burnes, Frank Caro, Ruthann Dobek, Susan Granoff, Elenore Parker, John Seay, Ruth Seidman, David Trevvett, Molly Turlish, Matt Weiss

**Increased suggested membership donations.** To help close the gap between annual income and expenses and after meeting with Roberta Winitzer and Matt Weiss, the Membership Committee recommends the following membership levels, to be implemented early in 2018: Discounted \$10, Individual \$35, household \$55, three-year individual \$95, three-year household \$155, Bronze \$100, Silver \$250, Gold \$500, Platinum \$1,000. The proposal passed unanimously. Letting people know that they should join / renew now before the rates increase could be effective. Highlights of the change include:

- Since its founding in 2010, BrooklineCAN has never raised membership rates, and in fact has implemented several significant discounts from basic memberships over the past few years.
- In its seven-year history, BrooklineCAN has had impact across Brookline in every facet of community life. Greater involvement requires a larger budget.

**Age-friendly business initiative.** Organizing a short-term campaign to attract businesses to commit to age-friendly standards was approved unanimously. Frank plans to recruit a small committee of people close to the business community and use a check-list of age-friendly features modeled on lists from New York City and Washington, D.C. He anticipates that an event financed either through tickets or sponsorship, will recognize age-friendly businesses, promote the concept, and make BrooklineCAN visible.

**Business memberships.** A concept for offering business memberships with a list of benefits that was originally presented last spring was unanimously approved. Matt will represent the communications committee and convene the sub-committee responsible for fine-tuning the categories and building the case for businesses to sign-up. Kathy will develop some bullet points making a case for businesses to become members, and Molly will work with them to develop an initial marketing plan.

**Treasurer's report.** The past month saw 14 payments totaling \$1,525 and expenses of \$827. For the year, we are \$2,194 in the red, with \$13,166 in reserves. John recommends three actions to close the budget gap: (1) raising donation levels (adopted earlier in the meeting), (2) increase the number of members (a constant effort), and (3) strengthen the request for additional donations in renewal letters (he will draft language).

### **Committee reports**

**Finance.** Ruthann distributed new blue and green stylus pens with larger type for our name and web address.

**Education.** Ruthann thanked the Communications Committee for press releases and help with flyers. The next event is Tuesday, December 5, at the Senior Center with Dr. John Ratey, author of

*Spark and Go Wild*. In January, the Reunion Project will be hung in Hunneman Hall at the Main Library, where it will be available until March, and March 8, 6-7:30 at the Main Library, Margaret Gullette, author of *Ending Ageism, or How Not to Shoot Old People* will speak.

**Communications.** Photos have been added to the website, and those with captions are searchable. John asked that we help identify people in photos without captions.

**Membership.** There are 326 current members, including four who have renewed since emails went out Friday including links to TAB coverage of the Annual Meeting and a link to the “Join / Donate” page of our website. In December, Molly will report back to those who volunteered to follow up with lapsed members about renewals. The second annual membership drive and the 2018 spring event (May 10 at the Senior Center) are both in planning stages. BrooklineCAN participated in the recent InspoExpo at Kehilath Israel and two members of the Steering Committee distributed flyers inviting Town Meeting Members to join before the opening of the Special Town Meeting Tuesday evening.

**Livable community advocacy / Age friendly city.** LCAC meets Monday, December 4, for a program on zoning of multi-unit residential buildings in Brookline. The three warrant articles BrooklineCAN endorsed passed Town Meeting unanimously. One of them – the lowering of interest rates on tax deferrals – will have impact soon, the other two need to go before the Massachusetts legislature. The committee recently heard from Caitlin Haynes, the Town’s ADA compliance officer, that she is awaiting a report of what is needed to have Harvard and Beacon Streets be compliant. John Harris is heading up a sub-committee of LCAC on bicycle-pedestrian issues. Susan suggested that a representative from the Pedestrian Advisory Board would be valuable at the next meeting on December 11 at 3 pm, and David agreed to attend.

**Next meeting.** Wednesday, December 20, at 3:00 PM. Future meetings (third Wednesdays at 3 pm) are January 17, February 21, March 21, April 18, May 16, June 20.

Notes prepared by Molly Turlish



## Brookline Community Aging Network

### Business Memberships

Businesses who join BrooklineCAN align themselves with hundreds of individual and household members to:

- Provide information to help residents remain engaged in the community
- Advocate to make Brookline an even better place to live for seniors – and everyone.

### Business Membership Donations and Benefits

	<u>Donation</u>	<u>Benefits</u>
Business Bronze	\$100	Listing in the program booklet at the Annual Meeting Listed by category on insert in BrooklineCAN brochures Business card ad in two electronic newsletters
Business Silver	\$250	Business Bronze Benefits, plus Listed by category in one newsletter each year Business card ad in two additional electronic newsletters (total = 4)
Business Gold	\$500	Business Silver Benefits, plus Named sponsor in all publicity for one educational program Named in a press release, facebook post, and tweet in March Business card ad in two additional electronic newsletters (total = 6)
Business Platinum	\$1,000	Business Gold Benefits, plus: Named sponsor in all publicity for one additional educational program (total = 2) Logo featured on the BrooklineCAN home page ( <a href="http://www.BrooklineCAN.org">www.BrooklineCAN.org</a> ) Featured in an article in the section of the website devoted to “Our Business Members” Business card ad in all eleven electronic newsletters

### Questions to be explored:

- Volunteer structure needed to support business memberships
- Marketing materials