

BrooklineCAN Steering Committee

Notes

October 18 2017

Attendance: Kathy Burnes, Frank Caro, Ruthann Dobek, Karen Fischer, Susan Granoff, Susan Krinsky, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, Roberta Winitzer

Age-friendly business initiative. Frank is prepared to move forward in developing a checklist of age-friendly features using models from other communities and launch a one-time, time-limited campaign to select and recognize age-friendly businesses. He will recruit a committee of 2-3 retired business people to work on reaching out to business leaders. Frank commits to recruiting 10 businesses for the program. Once the campaign time-limit is reached and a reasonable number of sign-ups are confirmed, an event will be planned with tickets priced to at least pay for the event. (including decals). We would seek one or more sponsors for the event to help cover costs and perhaps generate a surplus. As businesses become involved with BrooklineCAN, we might invite them to become business members. Steering Committee members spoke about being careful to make the process fair and accessible to all businesses. The possibility of approaching organizational members was proposed. No decision was made. Discussion of the topic will continue at a future meeting.

Need for photographs. For upcoming revisions of brochures and other printed pieces, we need suitable photographs that have not been over-used. Expanding the selection of photograph that could be printed and shown on the website (including permission from the subjects) was referred to the Communications Committee. We have a particular need for good-quality photos showing “exchange of value” with two people engaging with each other.

Volunteers needed for InspoExpo October 29. Susan Granoff is taking the lead on a BrooklineCAN table at the expo at Kehilath Israel on Sunday, October 29, 1-4 pm. Matt, Susan Krinsky, and Molly will help staff the table during the expo, and Frank will provide information about winter sidewalk monitoring along with sign-up sheets.

Interrelationship of Organizations and Agencies. The discussion was postponed because the committee was meeting following the Steering Committee meeting.

Treasurer’s Report. New activity includes a credit of \$226, representing return of unopened beer and wine from the annual meeting. Other activity during the month included \$375 in membership income and \$298 spent to print the newsletter. Reserves equal \$12,468.

Committee reports

Finance. Stylus pens will be ordered from the supplier used several years ago. The hope is to enlarge the size of the type so that BrooklineCAN and the website address can be read more easily. Existing pens have than the 6-point type (approximately), and Molly will suggest a design with larger type.

Education. The October 12 event on cross-cultural aging received “rave reviews.” Upcoming events include Saturday, November 4, 10:30 am at Goddard House, “Tending to Our Humanity at the Heart of the Conversation” with Ron Hoffman (in collaboration with Goddard House, Hello Brookline, and Compassionate Care ALS); Thursday, December 7, at the Senior Center with Dr. John Ratey, author of *Spark* and *Go Wild*; Wednesday, February 21, 6-7:30 at MIT, Boston Bridge; Thursday, March 8, 6-7:30 at the Main Library, Margaret Gullette, author of *Ending Ageism, or How Not to Shoot Old People*; Tuesday, March 20, 12:30-2, at Brandeis University, Reunion Project; and Thursday, May 24, at the Senior Center, Paula Span, columnist for the *New York Times*.

Communications. The November newsletter will include a revised sidebar that was developed from discussion at the September Steering Committee meeting. Ruth shared coverage of September’s annual meeting in the TAB, with thanks and kudos go to Elenore Parker. Kathy offered to draft an email to current members and a separate email for former members with a link to the electronic version of the article. John promised to put together the two mailing lists.

Membership. Molly reported that there are 316 current members, and 311 former members as of today. For our budget to balance, we need 400 or more members. Lists of former members were circulated with the request that Steering Committee members volunteer to follow-up with former members, asking them to renew. Volunteers stepped forward for 17 of the 235 names on the lists. The Membership Committee is brainstorming in preparation for the second annual membership drive in January and the spring event in May. Matt and Roberta will put together ideas for enhancing some features offered by BrooklineCAN membership as part of an appeal for higher membership levels. They will meet with the Membership Committee on Monday, November 13.

Committee descriptions and lists of committee members have been sent to each of the committee chairs for editing and updating. We have requested replies by the end of October.

Livable community advocacy / Age friendly city. LCAC meets Monday, October 23, 3 pm at the Senior Center. Caitlin Haynes, the Town’s ADA compliance officer, will attend to talk about ADA standard for sidewalks with an emphasis on a current study that is examining sidewalks on Harvard and Beacon Streets

Member volunteering. Connections with the Brookline Community Foundation are being explored.

Next meeting. Wednesday, November 15, at 3:00 PM. Future meetings (third Wednesdays at 3 pm) are December 20, January 17, February 21, March 21, April 18, May 16, June 20.

Notes prepared by Molly Turkish