

BrooklineCAN Steering Committee

Notes

September 21, 2016

Attendance: Lisa Berger, Frank Caro, Ruthann Dobek, Marsha Frankel, Susan Krinsky, Michelle LaPointe, Alberta Lipson, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, Roberta Winitzer

Annual meeting feedback. Last Thursday's annual meeting was very well received, with a number of major positives, including an excellent keynote speaker (Len Fishman, whose remarks were somewhat controversial, sparking interest), an excellent MC (Roberta Winitzer), a well-attended expo, and a strong program booklet. Some elements need work, including having an alphabetized pre-registration list, more people available to check in attendees, a better flow of attendees into Room 103, and a more attractive invitation. Something to consider for another year is mixing locations of expo tables with B-CAN committees. On behalf of BrooklineCAN, Frank thanked the planning committee and will extend thanks to the building staff, particularly Julie Washburn and Ralph Perkins.

Brookline Day September 18. John Seay, Matt Weiss, Ellen Weiss, Henry Winkelman, and Frank Caro staffed our table. The new canopy tent worked well, and the location of the BrooklineCAN table was an improvement over past years. One new member has joined and mentioned Brookline Day as how she learned about us. Simply being present during the day is the goal; membership is a plus. Forty signatures were added to a petition asking the Selectmen to add "Age Friendly" to the "Entering Brookline" sign.

Pocket park. Frank encouraged members to attend the celebration of the pocket park at Green and John Streets Thursday, September 29, 1 p.m. A request for \$100 to finance refreshments was approved unanimously.

Treasurer's Report. As of September 20, fiscal year 2017 is on budget. For the fiscal year, we show a loss of \$3,905, due to the largest expenses (annual meeting, and brochure) being paid before membership donations come in. We have \$20,049 in reserves.

Committee reports

Education. Two events are on the fall calendar: the film "Reel in the Closet" at the Coolidge Corner Theater October 19 with reception 5-6 at the Senior Center, and "Falling Short: the Coming Retirement Crisis and What to Do About It" November 9 at Goddard House. Tickets to the 10/19 film are about half sold; there is no charge for the reception with the director. The committee is considering an event honoring Helen Kass, and they are seeking ideas and suggestions.

Membership. Today, there are 362 active members, down slightly from June and about 35 below a year ago. We have new brochures at last, the first printed piece listing the Discounted Memberships (which have been listed on the website for several months). Feedback on the brochures was positive, and Molly invited everyone to send her reactions and suggestions that

could be incorporated into the next version. The Membership Committee is planning two initiatives: (1) an annual membership drive in January featuring mailed post cards to former members and to people who have attended our events inviting membership, and (2) a membership event in May, 2017, designed to be fun, social, and include “hot tips” on successful aging. Budgets for these activities will be proposed to the Steering Committee once plans are firm enough.

Communications. The October issue of the newsletter is in the works. Difficulties with producing both the printed and electronic versions have arisen since the summertime migration of the website to a new hosting location. John will work with Michael Oates, the volunteer who created the newsletter template years ago, to see whether they can get the process working again.

Professional Service Providers Group (PSPG). The group met September 15 to socialize and discuss mutual interests. The next meeting is in November.

Member volunteering. Alberta has been working on a useful website on volunteer opportunities. Alan Klickstein has worked on the design, and the site should be live before long. She has also been meeting individually with potential volunteers, about 15 people so far.

Repairs / Referrals. The possible revival of the committee continues, and now four volunteers (in addition to John and Jamie) have stepped forward. They will help shape what form the project takes.

Livable community advocacy / Age friendly city. LCAC is supporting two Town Meeting warrant articles: (1) a proposal to build senior housing above a town-owned parking lot between Kent and Station Streets, and (2) a proposal to study ways to include more seniors in property tax reduction programs. The second article has support from the Board of Assessors. The Age-Friendly City committee recently presented their report (printed in Spring 2016) to the Board of Selectmen. During that discussion, Selectman Bernard Greene suggested an educational program on scam requests for donations (he would work on such a program).

Next meeting: Wednesday, October 19, at 3:00 PM. Future meetings (third Wednesdays at 3) are November 16 and December 21.

Notes prepared by Molly Turlish