

## BrooklineCAN Steering Committee

### *Notes*

April 16, 2014

Attending: Elenore Parker, Peter Ames, John Seay, Molly Turlish, Ruthann Dobek, Carol Caro, Laura Baber, and Frank Caro

1. We reviewed **the FY 2015 budget proposal** submitted by the Finance committee and presented by Ruthann Dobek. The FY 2015 budget is informed by our actual revenue and expenses in FY 2013. The proposed budget is conservatively based on an assumption of 270 members each of whom pays \$25. The budget assumes that we will carry out an unspecified project costing \$2,000. The budget also assumes that we will make a payment of \$800 to the Brookline Senior Center to cover its costs as our fiscal agent. We have a reserve fund that now totals about \$4700. We voted unanimously to approve the budget as proposed.

We want to take steps to spend the \$2000 allocated for a project. One possibility is to pay expenses associated with the program meeting series that we hope to launch. We will keep "Spending plan for program fund" on our monthly meeting agenda until the funds are obligated.

2. **Annual meeting.** Frank reported that the theme for the annual meeting will be Brookline's participation in the WHO Age-Friendly Cities program. We will honor Nancy Daly, the Selectman co-chair of the committee. We will ask Town Departments to staff tables at which they will display their age-friendly efforts. We hope to attract many people to the annual meeting. The seated portion of the meeting will be very brief. We will pass out copies of a written annual report.

Kathy Burnes has volunteered to work on the annual report. We will discuss the format for the annual report at a future meeting.

We discussed the possibility of listing donors in our annual report.

[We did not discuss the fact that we will honor some members, committees, and/or projects at the annual meeting; we will have a call for nominations.]

3. **Nominating committee.** The nominating committee will provide a full report at the May meeting. The committee attaches particular importance to identification of at-large members of the Steering committee. Nominations should be sent to Ruthann Dobek.
4. **Elevator membership speech.** Molly presented the “Elevator speech” proposed by the Membership committee. Through these notes she is sending electronic copies to committee members. The Committee would like us to be consistent in what we say about BrooklineCAN as we promote membership. We discussed the relationship between the elevator speech, our mission statement, and the language that Elenore uses on press releases. The Communications committee will consider the proposed language. The statement is as follows:

**Brookline Community Aging Network – BrooklineCAN – is an exciting all-volunteer organization. We provide important information for older residents to help them remain engaged in the life of the community. We work with town agencies on behalf of Brookline’s seniors.**

5. Frank announced that the Livable Community Advocacy Committee is collaborating with the Brookline Green Caucus on a **Complete Streets educational forum** June 12 at the main library. Complete Streets is a national movement to seek local transportation efforts to provide balanced support for automobiles, pedestrians, bicyclists, and public transportation. Our work on pedestrian issues has led us to an interest in the topic. The aim is to encourage Brookline to adopt a complete streets policy. Several Brookline organizations have agreed to be co-sponsors. The Senior Center is serving as the fiscal agent. This is the first time that we are collaborating with other Brookline organizations on an educational program that is of broad public interest.
6. We now have a capacity to send e-mail blasts to members using Mailchimp. This is free software that Carol knows how to use. We used the software to send out a message announcing a special program.
7. Education Committee. We discussed the May 15 educational program about elder care. The panelists want to answer questions that are submitted in advance. We will help to solicit questions that are to be forwarded to Ruthann Dobek.

In October, the committee will offer a program in collaboration with Repairs and Referrals on things that are unwanted in houses such as rodents and bats.

8. The Livable Community Advocacy committee is seeking approval from Town Meeting for a proposal for proactive enforcement of a Town bylaw concerned with keeping sidewalks clear of snow and ice in the winter. The proposal is contested by the Chamber of Commerce.

The committee is also encouraging the Transportation Board to approve a proposal for a new bus stop for the #51 bus at the Dudley Triangle (serving Brookline Reservoir Park).

9. Molly and Frank made presentations about BrooklineCAN to the Professional Services Provider group on April 10. Attendees were encouraged to get involved with various BrooklineCAN committees. Most expressed interest in getting involved with another BrooklineCAN committee. Karen will forward names and contact information for interested members of her committee to other committee chairs.
10. Next meeting: **Wednesday, May 21 at 3:00 PM**