

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes February 12, 2014**

Carol Caro (presiding), John Seay, Elaine Mountleigh, Elenore Parker, Matt Weiss, Alan Klickstein, Aaron Seidman, Ruth Seidman (recording)

1. **Introductions.** We welcomed new committee member Alan Klickstein alan@aklick.com. His background is in software development and websites, and he will work with John in creating an improved member database.
2. **Newsletter**
 - a. Ruth presented a list of proposed topics for the March newsletter. The group discussed the topics and added new ones.
 - b. The February issue has several articles specifically about BrooklineCAN, including the lead article: "What Is BrooklineCAN Doing for You?". Carol had 200 extra copies printed, and she brought these to the meeting for distribution at locations around the town.
 - c. A glitch of undetermined origin caused one of the February articles to appear twice in the electronic version of the newsletter. Obviously we can't do anything about the version that went out by email on January 31, but there is a way to correct the version that is now on our web site. (John took care of this right after the meeting.)
3. **Web Update.** John has made some small changes, but otherwise there has been little activity this month, and there continues to be little traffic on the site.
4. **Database of Member Information.** John continues to work toward an improved version, and he distributed a sample entry, along with samples of data that can be extracted. John and Alan may be converting the database to a web-friendly version.
5. The new **Teen Center** is looking for a way to pair teens with seniors to help the seniors with computer use, with home visits as necessary. John reported on a Senior Center/Teen Center meeting on this topic. The plan includes setting up a hotline. For starters, the program will be tested with 15 seniors.
6. **Media Relations.** Elenore has produced and emailed to her media contacts a news release for the March 5 program, "Drinking, Drugs, and Rock n'Roll". She explained that it is necessary to follow this up with telephone calls to the contacts—otherwise experience tells her that the press release will probably not be used. Because of her work commitments, Elenore needs help with the follow-up calls. Matt volunteered for this responsibility.

NEXT MEETING: WEDNESDAY MARCH 19, 2:00 PM