

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes May, 14 2014**

Carol Caro (presiding), John Seay, Elaine Mountleigh, Matt Weiss, Bea Mikulecky, Ruth Seidman (recording)

1. Newsletter.

- a. We reviewed the list of proposed articles for the June issue. There will be two articles specifically about BrooklineCAN—Livable Advocacy Committee Analyzes Automatic Doors, and an update on the Professional Service Providers Group. (Note: It was later decided to defer the latter article and an additional BrooklineCAN-related article on another topic was included.)
 - b. At the request of the Membership Committee, starting with the May issue, we have added a link to the first page of the electronic version: [Join the Brookline Community Aging Network!](#) This links to the membership sign-up spot on our web site. Starting with the June issue, we will also place membership sign-up information on the first page of the print version, either as part of the Dear Brookline Neighbor letter, as a separate article, or on the left-hand column if it fits. Bea will get us wording from the Membership Committee.
 - c. As in previous years, there will be one summer issue for July and August.
 - d. **Recurring columns:** Book Groups, Getting There on the T, Deal of the Month, Brookline Treasures. Our policy is to run these when we have material—not necessarily every issue. “Events of Interest” is at the conclusion of each issue.
- 2. Web Update:** There were 50 visits to the site on April 30—as usual this reflects the arrival of the e-version of the newsletter. Another day had 20-some visits, and the smallest number was 4.

NEXT MEETING: WEDNESDAY, JUNE 11, 2 PM