

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes September 12, 2018**

Carol Caro (presiding), Bea Mikulecky, Elenore Parker, John Seay, Matt Weiss, Ruth Seidman (recording)

1. **October Newsletter.** Articles due September 21. Will feature October Senior Center Gala, October and early November BrooklineCAN programs, and the next AFC-TV program. We also discussed variations that appeared with the colors in the September print version; Carol will check on this with the printer.
2. Plans for **Annual Meeting** tomorrow. Matt Weiss will be Master of Ceremonies. Carol has large displays of newsletter and web site for the Communications table. Committee members will staff table. John will have laptop to cycle through web site. Carol will prepare a form for people to sign up with skills for committee. At the program, John will be speak about BrooklineCAN and encourage joining and getting involved—he has prepared a Power Point presentation to accompany his talk.
3. We reviewed Carol's draft of the **flyer** for the Claire Willis BrooklineCAN program on November 1.
4. **Public Relations.**
 - a. Press release on Annual Meeting and its "Age-Friendly Business" theme has resulted in successful placements including: Wicked Local "Five things to do in Brookline", Wicked Local "Boomers and Beyond", Wicked Local "Around Brookline", and Patch "Brookline Bulletin Board". Elenore distributed these examples as well as the press release and another press release "34 Age-Friendly Brookline Businesses".
 - b. Next release will be a follow-up reporting on the annual meeting, with photos. After that will work on publicizing upcoming BrooklineCAN education programs.
5. **Social Media.** Matt continues to post BrooklineCAN material as well as other items of interest on Facebook and Twitter
6. **Web Update.** John distributed Web Change Log showing recent additions to the web site. Included are: Best Medical Alert Systems and expanded annual meeting information, .

Next meeting: Wednesday, October 10, 2 pm