

Notes of August 3, 2021 BrooklineCAN Membership Committee
Meeting via Zoom

Members: Ellen Bick, Carol Caro, Susan Cohen, Ruthann Dobek (ex officio), Marsha Frankel, Janet Gelbart, Judith Kidd and Melissa Trevvett (co-chairs)

1. Visits to JF&CS and Hebrew SeniorLife Sites in Brookline

- **Ellen and Marsha** plan to visit 112 Centre St in early September, assuming 112 confirms the visit.

2. October 4 Event

The Committee unanimously agreed that we should postpone the program we had planned given the unknowns about the rise in COVID cases because of the Delta variant. Ellen reported that she never heard back from the photographer whose name had been given to her by Ruthann. (Addendum: Melissa reported that Dana Brigham cannot participate because she lives too far away.)

- **Members who invited someone** to participate should contact them about the postponement and find out if they are willing to have us contact them about participating when we re-schedule the program.

3. What could the Committee do in place of the Oct. 4 program?

In an email (7/26/21) to the Committee Ellen had suggested the a new approach:

“Since BrooklineCAN Membership is essentially restarting itself, maybe our first meeting should be informational **about** BrooklineCAN: where and what we are, what programs are continuing, what members are interested in going forward, and clearly defined volunteer opportunities. This could be a BIG program with members of the Steering Committee or a Zoom meeting. Two of the places Marsha and I visited had large rooms with video capabilities, so our new members might be able to participate in that manner with some advance notice.

In discussion, it was agreed that we should develop more concrete volunteer opportunities and clarify our communication about what BrooklineCAN is and

what it offers before making additional visits (except for the one to 112 Centre). Because interaction was reduced during the pandemic, this is a good time to get more input from the general membership about their interests. We discussed possible ways to present a program that would last about half-an-hour and would feature members of the Membership Committee or the Steering Committee. The suggestion came up of drawing on an already existing format: the Age Friendly Cities Interviews moderated by Matt Weiss.

- **Jude and Melissa** will talk with the Steering Committee at its next meeting (9/1) on how to move forward with this.

Developing Concrete Tasks for Volunteers

At the July Steering Committee meeting Committee Chairs were requested to send specific ideas for tasks for volunteers to the Membership Committee. This would enable speakers from the Membership Committee making visits to respond immediately to potential and new members when asked about volunteer opportunities. One response, from John Seay for IT backup for him, has been received. In addition, Carol is seeking someone with Wordpress experience to work with her on the newsletter. The group discussed other opportunities and how to identify volunteers with specific skills.

- **Melissa** will send out another reminder to Committee Chairs.
- **Carol** will send a list of people over 65 and their occupation, based on a query of the Brookline census data
- An article in the newsletter would draw attention to specific volunteer opportunities and it would be good to mention that they are eligible for tax write-off work. **Carol** will take this idea to the Newsletter Committee
- **Ruthann** will keep John's needs in mind as volunteers come to the Senior Center and can list the volunteer job in a senior jobs database. **Melissa** will send her John's request.

Clarifying some problems about receipt of digital version of newsletter

Carol clarified that there have been some problems for people with Comcast email addresses receiving the newsletter. Carol also noted that some members appear to have inadvertently unsubscribed themselves.

Committee Leadership Transition

Melissa and Jude's terms are up at the end of September. Jude asked whether members had given this some thought and who among them would be willing to become Chair or Co-Chair. What information do they need about becoming Chair or Co-Chair? **Janet** indicated that she would be glad to step up and help out; although she is not interested in chairing at this point she would be comfortable writing communications with members (such as the letter she wrote about BrooklineCAN activities during the pandemic), contacting people, and writing up the minutes.

- **Jude** will contact members individually to encourage someone either to Chair or Co-Chair.

Thank you notes to special donors

There was agreement that although BrooklineCAN donors always receive a letter acknowledging their contribution, it would be good to write a brief note of thanks (because of their regular donations or the amount of the donation). This is something Membership Committee members could do and all agreed that a phone call was rarely effective; however, no firm decision was reached.

Next Meeting: via Zoom, September 9, 2021, 3 pm – 4:30 pm.