

**July 19, 2023**

Attendees: Ruthann Dobek, Janet Gelbart, Susan Granoff, Bea Mikulecky, Yolanda Rodriguez, John Seay, Carol Seibert, Ruth Seidman, David Trevvett, Matt Weiss, Sonia Wong. Staff: Jessica Milley-Gee

**1. Welcome to Bea as new Steering Committee member**

- a. Welcome and introduction by the attendees.
  - i. All attendees introduced themselves.

**2. BrooklineCAN priorities discussion (see attached document)**

- a. Discussion on BrooklineCAN accomplishments July 1, 2022-June 30, 2023
  - i. Candidate forum
  - ii. Brookline Day
  - iii. AARP age-friendly designation
  - iv. Monthly newsletter
  - v. Informative web site
  - vi. AFC-TV
  - vii. LCAC forums
  - viii. Educational forums
  - ix. Advocacy for a Town long term plan for older adults
- b. Discussion of BrooklineCAN priorities vs. Steering Committee priorities
  - i. Susan: Steering Committee sets BrooklineCAN goals, monitors implementation of those goals, provides structure.
  - ii. Matt: BrooklineCAN is an all-volunteer organization that works on issues of residents of all ages.
- c. Purpose and scope of BrooklineCAN – BrooklineCAN's organizational goals per Susan:
  - i. Provide a forum for Brookline's seniors to meet directly with Brookline's government officials and candidates for town wide office in both large and small group settings.
  - ii. Be an advocacy voice for the concerns of Brookline's seniors to Town government decision makers and a recognized source of feedback for Brookline officials and groups seeking to know the views of Brookline's older residents.
  - iii. Provide opportunities for Brookline seniors wishing to use their skills and abilities to improve the lives of Brookline seniors and to make Brookline a better place to live.
  - iv. Be a source of useful information about Town of Brookline events, programs, and news of special interest to Brookline seniors.

- v. Serve as a catalyst for the creation of new Town of Brookline governmental entities (such as the Pedestrian Advisory Committee), study committees (such as the Moderator's Committee for Elderly Tax Relief), and programs
- d. Janet: Additional purpose is to provide an opportunity to socialize -- through volunteering and attending events.
- e. David indicated these discussions should include services that BrooklineCAN can be a catalyst to initiate and noted this discussion may continue beyond July and August.
- f. How best to communicate value of BrooklineCAN membership.
  - i. Continuing discussion.

### **3. Discussion of BrooklineCAN Annual Meeting set for Thursday, September 7, 2023**

- a. Next steps for Steering Committee
  - i. Need to identify suggestions for re-engagement.
  - ii. Need to identify people to staff the BrooklineCAN tables.
  - iii. Communications and Education.
  - iv. Membership staffing – Ellen, Marsha, Jude and Melissa.
  - v. LCAC staffing – Carol and Susan.
  - vi. David is available at the meeting for tasks as assigned.
- b. Speakers confirmed: Sigalle Reiss and Candace Cramer.
- c. Theme confirmed: “Re-emerge and Re-engage”
  - i. 2<sup>nd</sup> page of program book after tribute to Frank Caro is suggestions for re-engagement such as: nature walks, Hall's Pond, Brookline Day, Arts Festival, CoA, LCAC, Mistral performances.
- d. Entertainment secured – Brookline High School Jazz Band
- e. Timeline – Janet reported.
  - i. Final version of flyer ready to go.
  - ii. Program will be ready for review this week.
  - iii. Bea is working on the press release for review next week...
  - iv. Vendor for food is Wegmans.
  - v. Sonia working on registrations for the event (have some).
- f. Review of meeting on 7/18
  - i. Janet Gelbart reported.
- g. Invitation needs to be sent out
  - i. Send to LCAC distribution list as well as members.
  - ii. Invitations to Town officials – Ruthann.
- h. Bea initiated discussion re lack of news vehicles.
  - i. Brookline.News, Patch, Globe, BrooklineCAN newsletter
  - ii. CoA newsletter, Town Administrator newsletter
  - iii. BIG, Civic Brookline (BIG News show/stream)?

- iv. Social media
- i. Testimonials (Bea, Matt, Susan, David)
  - i. Approach – Each do testimonial on device and send to John.
  - ii. 3-minutes each.
  - iii. Decision to drop the testimonials due to time.
- j. Photos
  - i. John will take photos.
  - ii. BIG does not take photos.
  - iii. BIG has done side interviews of attendees in the past.
- 4. Brookline Day – Sept. 10, 2023. Will remain in Coolidge Corner**
  - a. Table for CoA and BrooklineCAN is arranged.
  - b. In mini-Town Hall section as usual (location not yet known)
- 5. Farmer’s Market opportunity on Thursday, August 17**
  - a. Senior Center has a table for 8/17 so BrooklineCAN can join.
  - b. Location not clear but across from Clear Flour is fine.
  - c. Flyers will be there for the annual meeting.
- 6. Update on Brookline’s AARP Age-Friendly application**
  - a. AARP Grant Award
    - i. In June 2023, the Brookline Senior Center was awarded a Community Building Grant from the AARP of Massachusetts to support outreach on transportation options and resources in the community. This project will provide transportation for low to moderate income residents including seniors to two important community events. Finally, a community survey and focus groups on the transportation needs of the community will be conducted.
  - b. Encore Boston Network’s *New Age-Friendly Employers Guide* [https://encorebostonnetwork.org/content.aspx?page\\_id=722&club\\_id=941588&emtId=223678429964mtid=521551425866&ht=0](https://encorebostonnetwork.org/content.aspx?page_id=722&club_id=941588&emtId=223678429964mtid=521551425866&ht=0)
  - c. Application in progress.
- 7. Treasurers report (John)**
  - a. \$205 income/\$262 expense in new fiscal year.
  - b. \$1533 income since 6/19/2023.
  - c. Membership is 216.
- 8. Committee reports**
  - a. Membership
    - i. 216.
    - ii. Need to invite non-members to annual meeting.
    - iii. Recruit on Brookline Day.
  - b. Communications
    - i. Newsletter (Ruth) – Summer newsletter distributed and September will feature annual meeting.

- ii. News Releases (Bea) – Relate to the annual meeting. Note – Need another person to assist with publicity. Note Brookline.News is key source of Brookline information.
- iii. Website – Note page on coordination of Senior Center/AFCC/BrooklineCAN.
- iv. AFC-TV – Aired show with Chas Carey (Town Administrator) one of the better/clear guests. Check it out.
- c. Livable Communities – Susan
  - i. On summer hiatus.
  - ii. Next meeting is Monday September 11<sup>th</sup>.
  - iii. Welcome ideas for topics at that meeting.
- d. Education
  - i. Rob Schwartz presents THE WISDOM OF MORRIE, Wednesday, September 20 at 1pm at the Senior Center.
  - ii. Recommended that we read the book (productive aging).
  - iii. Question for Ruthann: In person or hybrid?

## **9. Old & new business**

- a. None.

## **10. Next meeting: August 16, 2023**

- a. Please let Ruth or Ruthann know if you will not be able to attend.

## **Attachment**

### BrooklineCAN Steering Committee Priorities July 1, 2022- June 30, 2023

1. Themes from the June Steering Committee to Help Set Priorities
  - a. What Steering Committee needs to focus on in the coming year.
  - b. What BrooklineCAN as an organization should try to accomplish this coming year
  - c. The larger question of what is the purpose and scope of BrooklineCAN
  - d. How best to communicate the value of membership; why join and why continue to be a member.
  
2. Discussion topics July, August, September, October
  - a. July: listing of BrooklineCAN's accomplishments July 1, 2022- June 30, 2023
  - b. August: setting tangible goals for the next year with leaders/ champions of each goal
  - c. September: development of elevator speech to communicate the purpose and scope Brookline CAN
  - d. October: discussion of various aging entities (i.e. Brookline Senior Center, Brookline Council on Aging (CoA), BrooklineCAN, Age-Friendly Cities Committee (AFCC), Brookline Senior Center Foundation)