

November 16, 2022

Attendees: Ruthann Dobek, Janet Gelbart, Elenore Parker, Yolanda Rodriguez, John Seay, Carol Seibert, Ruth Seidman, David Trevvett, Melissa Trevvett, Matt Weiss, Sonia Wong. Staff: Jessica Milley-Gee

1. Update on Brookline's AARP Age-Friendly application

- a. Ad hoc committee met Tuesday, November 15
- b. Carol Seibert reported – Ad hoc team Carol, Matt and Kathy Burnes with assistance of Ruthann
 - i. Carol, Kathy and Matt met (1/2 hour) and Kathy sent notes to each of us and Ruthann and Ruth.
 - ii. Reviewed activity to date re AARP age friendly cities application and Matt sent existing material to the team.
 - iii. Need responsible person from the Town structure and from BrooklineCAN to sign a letter endorsing the application.
 - iv. Town structure letter is suggested to be John VanScoyoc.
 - v. BrooklineCAN letter is suggested to be Ruthann Dobek.
 - vi. Logo is the one used on the signs at entries to the Town.
 - vii. Social media contact is Matt.
- c. Commitments
 - i. 5-year plan for improving age friendly aspects of the Town.
 - ii. Action plan is the 2022 goals that are ongoing and updates.
 - iii. AARP will hopefully accept WHO designation in lieu of needs assessment and other items.
- d. Aim to complete the application during first few weeks of 2023.
 - i. Aim to distribute action plan draft to Steering Committee prior to December meeting for review and editing.

2. Discussion of BrooklineCAN Setting priorities for 2022-2023 (9.)

- a. Ruth proposed and got agreement to add the following:
 - i. Annual meeting.
 - ii. Strategizing new member outreach.
 - iii. Add – AARP application.
 - iv. Add candidate afternoon with prep starting after 1st of year.

3. Discussion of BrooklineCAN annual meeting

- a. When should it be held?
 - i. Possibly right after Labor Day.
- b. Annual meeting Committee needed
 - i. Preparation begins in February 6 months in advance.
- c. Select a theme (and speaker)
 - i. Possible theme – many faces of retirement (or for spring).

4. Update on BrooklineCAN's Age-Friendly Business Program

- a. Ruthann – In progress.
 - i. One person from last year will continue.
 - ii. AFC-TV interview of representative from Boston Institute for Human Centered Design (Valerie Fletcher is contact).

5. Treasurers report(John)

- a. Not remarkable re contributions and expenses.
 - i. Sharp drop in 2020 probably due to COVID.
 - ii. Recent further drop below 200 – first time since early years.
 - iii. Only 5 new members/households in 2022.
 - iv. Rise in lost members /households in 2022.
 - v. Need an active membership director/project leader.
 - vi. Suggested name is “Membership Coordinator”.
 - vii. Suggested name “Outreach Coordinator”.
 - viii. Coordinator would keep a list of organization needs.
- b. Membership discussion
 - i. Consider weekly/regular events that are promoted via email blasts, social media and newsletters.
 - ii. Possible loss of membership due to overlooking renewals.
 - iii. Reach out to LCAC attendees to sign up as members.
 - iv. Vertical Response provides numbers of readers not names.
 - v. Resume sending email blasts before each program.
 - vi. Lack of newspapers hurts and need to resume news releases for planned programs.
 - vii. Ensure emails prominently display BrooklineCAN.
 - viii. Strict education programs slowest to return to past numbers.
 - ix. Performance and active participation programs near normal.
 - x. Possible promotion re discounted membership for a period.
 - xi. Offer membership with opt out approach.
 - xii. Personal interaction with people who drop out.
 - xiii. Personal contact with new members, i.e., on-boarding.
 - xiv. Coordinate with AARP age friendly community designation.
- c. Action
 - i. John – Speak to Susan Granoff about reaching out to LCAC attendees to become members.

6. Expanded transportation in Brookline

- a. Ruthann – TRIPS program established with leadership of BrooklineCAN and is flourishing.
 - i. Newton program of transportation for older adults.
 - ii. About \$2 per ride with Newton and grants subsidizing.
 - iii. Expanded to cover students over 13 and commuters.

- iv. TRIPPS and Senior Center exploring and encouraging stakeholder interest in such a program for Brookline.
- v. TRIPPS/Senior Center provided 600 rides in October alone.
- vi. BrooklineCAN will see the information as a stakeholder.
- vii. Matt – Suggested working with Teen Center stakeholder.

7. Committee reports

- a. Membership
 - i. See discussion in Treasurer's report.
 - ii. Melissa/Janet – Need to know when a program occurs that needs a membership/outreach representative to attend.
 - iii. Melissa – Need a coordinator for membership at events.
- b. Communications
 - i. Newsletter – First Light, Welcome Blanket, hazardous waste drop off at the Senior Center (article to Carol Caro), COVID tests free at CVS and the Senior Center.
 - ii. News Releases – None.
 - iii. Website – Appearance modifications/improvement.
 - iv. AFC-TV – None set.
- c. Livable Communities
 - i. Review of November 7th meeting – No December meeting
 - ii. Mailing list is now 77 people.
 - iii. Presented WA 41 by 3 HS students and LCAC voted to support it – Asking for an affordable housing overlay district study committee.
 - iv. WA10 – LCAC voted to support a tree preservation bylaw governing resident construction re retaining/replacing trees.
 - v. Susan Granoff presented repurposing of COVID funds for rodent control and discussed WA9 re snow removal.
- d. Education
 - i. Upcoming “Music with Heart” performance at Senior Center
November 16, 2022

8. Old & new business

- a. None.

9. Next meeting: December 21st, 2022 at 3pm – do we want to have this meeting?