

## October 19, 2022

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

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

- a. Ruth – Framework for this year.
  - i. See section 9 at end of minutes.
  - ii. Note progress on back up for Communications Committee.
- b. David
  - i. Note/focus on purpose/goals of founding members.

### 2. Discussion of BrooklineCAN annual meeting

- a. When should it be held?
  - i. David – should consider possibility of not-May and not-September due to events and holidays then.
  - ii. Ruthann – Goal was to celebrate BrooklineCAN and honor significant contributions to BrooklineCAN. Note need to avoid April due to candidate events.
  - iii. Janet – Avoid winter and summer months.
  - iv. Susan – In person annual meeting is important “event”.
  - v. Matt – Suggested an April social event in addition.
  - vi. Janet – Spring event could focus on retirement issues and also need to discuss spring election issues.
  - vii. Extensive discussion deciding to aim for next September.
- b. Annual meeting Committee needed
  - i. No discussion.
- c. Select a theme
  - i. Retirement?
  - ii. No other discussion.

### 3. BrooklineCAN’s Age-Friendly Business Program

- a. Review of working group meeting on October 13<sup>th</sup> (see attached notes)
  - i. Maintain/update existing listing of Age Friendly businesses with same workers (via funding from JF&CS).
  - ii. Bring on new businesses.
  - iii. Develop an educational program – assist businesses in efforts to maximize age friendly facets, AFC-TV interview of Valerie Fletcher of the Institute for Human Centered Design re aspects of an age friendly business to be used as a training vehicle.

- iv. See Section 10 at end of minutes (Carol Seibert, Ruthann Dobek, Kathy Burnes).
- v. Consider completing the AFC-TV interview before approaching the Chamber of Commerce.
- vi. Continue the working group.
- vii. Note standard for age friendly businesses is the application.
- viii. Extensive discussion.
- b. Review of grant from JF&CS
  - i. Renewed.
  - ii. Need additional funding for paid work on AFB – Chamber of Commerce, Merchants' Association, EDAB. (ARPA funding).
  - iii. Job description is available.
- c. Please reference the Age-Friendly material found on website: [https://www.brooklinecan.org/age\\_friendly\\_business.html](https://www.brooklinecan.org/age_friendly_business.html).

#### **4. Treasurers report(John)**

- a. \$1K payment plus contributions consisting of 5 payments.
- b. No newsletter charge this month expect two next month.

#### **5. Utilizing Fortune's ranking of Brookline as a means of promoting BrooklineCAN**

- a. Cradle to grave positive aspects of Brookline presented.
- b. Need to involve Elenore to consider a press release.
- c. Note Betsy Pollock letter re article mentioning BrooklineCAN.
- d. Some people look to financial aspects of age friendly.
- e. Further discussion at next meeting.

#### **6. Committee reports**

- a. Membership
  - i. Renewal letter updated and near ready to go out.
  - ii. Consider a membership Director rather than a committee and various activities and tasks would be supervised by the director and performed by different BrooklineCAN members.
  - iii. No meeting or other report.
- b. Communications
  - i. Newsletter – Articles on the Annual Benefit, Craft Fair, need for back-up person for newsletter (considering Henry Winkelman), the Forbes article, Music with Heart program, and AFC-TV show with Sigalle Reiss.
  - ii. News Releases – No report.
  - iii. Website – Note some changes to design on Upcoming Events page, and note John recruited Velda Shabi, a tech teacher at Northeastern, as a backup for John.

- iv. AFC-TV – Sigalle Reiss will be aired 10/20 and Michael is following up on a list of future guests to be invited.
- c. Livable Communities
  - i. Review of October 3<sup>rd</sup> meeting – Presentation by 2Life representative on affordable and middle income housing in Brookline, Newton, and Brighton. Presentation on WA9 re snow and ice removal.
  - ii. Next meeting November 7<sup>th</sup> – Guests will focus on warrant articles for Town meeting including one on tree preservation and future meetings re a study covering the “Harvard Street Corridor” and multi-use buildings.
  - iii. Future meetings – Speakers on the role of Town Counsel.
  - iv. Need support and welcome topic ideas for future meetings.
- d. Education
  - i. Review of Val Walker program **Sept 22, 2022** – \*\*\*\*\*
  - ii. Review of “All the Lonely People” film showing at Senior Center **October 18, 2022** – Thank Janet for registration assistance and note that it was very successful and had lively discussion re “chat benches” to sit and converse.
  - iii. Upcoming Music with Heart performance at Senior Center **November 16, 2022** – Received grant from “All the Lonely People” showing at Coolidge Corner Theatre and considered this an appropriate use of the funds.

## 7. Old & new business

- a. Discuss at future meetings how to involve BrooklineCAN members in committees and activities.
- b. David as Chair of PAC would like assistance in outreach to get people interested in supporting PACs activities, such as using the BrooklineCAN mailing list to request support for pedestrian advocacy activities (future meeting discussion).

## 8. Next meeting: **Wednesday, November 16, 2022**

## 9. BrooklineCAN Steering Committee Priorities 2022/3

- a. Address structural and people-power issues
  - i. Committees. Steering Committee, LCAC, and Communications are functioning well. Committees needing attention (name chair and add members): Membership and

Education. Communication needs back-up individuals for some of the functions.

- ii. Decide on direction for Age Friendly Business program.
- iii. Review membership numbers and develop plans for steady-state or growth. Strategize ways of attracting new members.
- b. Discuss financial solvency
  - i. ongoing expenses
  - ii. number of members needed to maintain
- c. Discussion of founding partners
  - i. roles and responsibility
  - ii. Adding new partners such as 2Life
- d. Discuss possible activities for this year and beyond
- e. Discuss resuming Annual Meeting as early as possible.

## 10. **AFB Working Group Notes – 10/13/2022**

- a. Recommendations for this year:
  - i. Maintain/update existing listing of Age Friendly business by continuing to support the work that has been devoted to this activity (via funding from JF&CS)
  - ii. Develop educational “products”:
    - 1. Devote an Age Friendly TV show to Age-Friendly information that would be of interest to both consumers and business owners – Interview with Valerie Fletcher or some other representative from Institute for Human Centered Design
    - 2. Collaborate with Chamber and other business focused organizations/associations (e.g. Coolidge Corner Merchants Association, Economic Development Dept.) to offer a webinar or some other educational vehicle for business owners to learn about age-friendly design, services, etc. The pitch is that aging adults (all of us!) represent a big block of Brookline consumers. How can businesses capitalize on this?
- b. Implementation considerations:
  - i. Not surprisingly two key fundamentals came up in our conversation: capacity and sustainability. These represent a frequent refrain of an all-volunteer organization like BrooklineCAN. Whatever projects we take on need leadership to help motivate and mobilize those who are interested in getting involved. For the age-friendly business work we have devoted some financial support which has allowed us to get work done. We should look for some funding from collaborators to help underwrite a project

leadership role. Increasingly offering a stipend helps engage people interested in a leadership/coordination role for projects.

- ii. The Chamber received ARPA funding and may be a resource for project work. Ruthann will check in with her contact there, Debbie Miller, to inquire about: potential funding and strategies for educational “products” on Age-Friendly business.
- iii. We can also use our collaborations to promote new business involvement in Brookline’s Age-Friendly business program. Making sure that new businesses know about the opportunity to become an Age-Friendly business. We would offer to write a press release on new businesses in Brookline that become Age Friendly.
- iv. Discuss Age-Friendly BIG TV program on Age-Friendly Business – targeted to both residents and businesses – with potential IHCD guest
- v. Pursue Age-Friendly designation with AARP to enhance our visibility, access to resources, credibility. There is no downside to getting the AARP designation. It allows us to be part of a larger community where we would get recognition, learn about activities and options that might be useful to BrooklineCAN. Becoming an AARP Age-Friendly city/town can help with recruiting new volunteers, etc.