

BrooklineCAN Steering Committee

Notes

January 21, 2015

Attendance: Peter Ames, Carol Caro, Frank Caro, Ruthann Dobek, Michelle LaPointe, Elenore Parker, John Seay, Ruth Seidman, Molly Turlish, and Matthew Weiss. Also attending was Ruthann's student, Rachel Ann Wickstein.

JF&CS Fellows. ReServist Janet Selcer has begun work on the project to organize low-income seniors in public housing, and Mary Dexter, also a Reservist, has been hired to update the guide to residential buildings with elevators and should begin shortly. Frank and others who participated in the selection process are pleased with these additions to our "workforce." Hiring the fellows marks a new phase for BrooklineCAN in which projects are designed and overseen by volunteers and largely carried out by staff (the fellows).

Travel Advisory Center. A letter of intent has been submitted from the Livable Community Advocacy Committee and the Age-Friendly Initiative to Tufts Health Plan Foundation to fund the creation of a service project to advise seniors and others who are transitioning from mostly driving to other modes of transportation. We should hear by the end of February whether we are invited to present a full proposal.

Officers. Frank announced that Karen Zweig has resigned as Treasurer. She will remain a member of the Steering Committee. For now, Ruthann will call meetings of the Finance Committee and present reports at Steering Committee meetings. Frank also said that it is time to activate the nominating committee to prepare for new nominations. Job descriptions for officers will be circulated.

Questions from members. We agreed that questions that come through the website might be a valuable addition to the website and possibly the newsletter and other communications. Ruthann will handle them with John.

Annual Meeting. After discussion, three possible dates were identified for the Annual Meeting: Thursday September 17, Monday September 21, and Tuesday September 22. Individuals to be invited to serve on the committee include Ruthann, Frank, Laura Baber, Kathy Burnes, and representatives of the Membership, Communications, and Livable Communities Advocacy committees. [A post-meeting calendar review, led Ruthann and Frank to decide that Thursday, September 17 is the best date.]

Education. Upcoming programs are (1) March 23rd, Anita Hoffer will speak at Hunneman Hall at the Main Library on aging and sexuality; (2) May 14, health fair co-sponsored with Center Communities and Brookline Health Department will focus on healthy brain / healthy living with Dr. Dennis Selkoe as keynote speaker; (3) June 15, Joe Coughlin of the MIT Age Lab on seniors

and business; (4) July 15, the third Party of a Century honoring Brookline residents age 99 and over. A possible fall program on meditation is in being planned.

Communications. The committee will discuss a process for review of content and design of materials to be printed (including online) for BrooklineCAN and our programs. They continue to work on ways to drive people to the website. More than 300 people follow BrooklineCAN on Twitter (Matt does the tweeting), and Matt and John will check how the list of followers compares with our membership list. The committee has attracted as a member Linda Cheren, a retired professional graphic designer, and Linda will be asked to work on a revised membership brochure (needed in the spring) and on a template for program announcements. The committee will tackle revising and updating the FAQs on the website: <http://www.brooklinecan.org/faq.html>.

Membership. We have 322 active (paid) members, up 24 since December 17. This number possibly could be the largest membership number in the history of BrooklineCAN. Along with ongoing efforts to renew members, Frank, Carol, & Karen volunteered to email selected former members to ask them to renew. Results of their emails have been excellent (at least 15 returning members). Molly asked the Steering Committee to review a draft email based on the one Frank and Carol wrote to be sent to former members with renewal date of 8/31/14 and earlier, and everyone in attendance agreed. Molly will use MailChimp to send personalized email from info@brooklinecan.org. So far in January, we have six former members who have not yet renewed, and 20 renewals from December are still outstanding.

The Membership Committee is actively seeking additional members.

After meeting with the managers of The Conversation Project, we are now clear that we will not be able to have Ellen Goodman speak without paying a significant honorarium. The organization often sends staff and volunteers who are trained speakers to meet with community groups, and such a speaker is now being considered for a spring membership event.

Professional service providers. Their next meeting, January 28, features Josh Orbiter of Seniors Helping Seniors. Expanded membership criteria are not quite ready to announce, but should be ready soon.

Livable Community Advocacy Committee. Frank spoke January 20 at the Brookline Commission for the Disabled, as the result of outreach by Saralyn Allaire. There is significant overlap in interests, especially with pedestrian issues.

Finance. So far this fiscal year, we have had expenses of about \$5,000 and income of more than \$9,000. Upcoming major expenses include a transfer to cover administrative support and later in the spring, payment for printing an updated membership brochure. We currently have about \$21,000 in our account. We voted to approve spending of \$500 for the curriculum that will guide the intergenerational volunteering project conducted jointly with the Teen Center.

The Brookline Community Foundation will pay an equal amount. The Finance Committee will meet prior to our March meeting.

Repairs / Referrals. Ruthann and Jamie are working to rebuild and revitalize the Committee.

Next meeting: Wednesday, February 18 at 3:00 PM.

Notes prepared by Molly Turlish