

BrooklineCAN Membership Committee

July 9, 2014

Notes

Attending: Ruthann Dobek, Karen Fischer, Shirley Partoll, Sonia Wong, Ellen Young, and Molly Turlish.

Absent: Peter Ames, Kathy Burnes

Membership numbers: BrooklineCAN has 289 active/paid members, up 15 from June and 20 from May. Efforts underway that seem to be contributing to the trend are our calls to former members and asking Committee chairs to follow-up with members of their committees whose memberships have lapsed. So far, four renewing members have chosen to become Sustaining Members for a three-year term.

Membership representation at events: Molly handed out brochures and talked up membership at the Complete Streets Forum in June. Upcoming events to put on your calendar are Brookline Day, Sunday, September 14, from 11-3 at Lars Anderson Park, and the BrooklineCAN Annual Meeting Wednesday, September 17, 5-7 at the Senior Center. Molly will send email in early September to confirm volunteers. We will 3-4 volunteers for each event.

Program brainstorming: Karen and Molly reported on participating in a brainstorming session with Judith Kidd, Melissa and David Trevvett, and Gayle Rich about topics and format for programs for BrooklineCAN members and others interested Brookline as a great place to live as we age. The programs probably will combine presentations with small group opportunities and a social element. Figuring out a way for small groups with like interests to connect is part of the challenge.

New “boiler plate” description: A new paragraph for Senior News & Events and for the sidebar of the BrooklineCAN newsletter was shared:

Brookline Community Aging Network – BrooklineCAN – is an all-volunteer organization that focuses on Brookline as a great place to live. It provides information for older residents that helps them remain engaged in the life of the community and advocates to make Brookline an even better place to live for seniors and everyone else. For information and to join, visit www.BrooklineCAN.org.

Reply envelopes: now that we have printed reply envelopes that incorporate the information that has been on the reply form, renewal letters will have only the reply envelope as an enclosure, making the letter less cumbersome.

Annual Meeting: Ruthann reported that response to the invitations extended to Town Departments involved in Age Friendly Brookline has been positive. Information is being collected for the annual report.

Calling Former Members: We reviewed the list of 40 former members whose memberships expired December through April that we had previously assigned for calls. Most people we actually spoke with were very positive and have renewed. Email contact has also been effective. Exceptions include two people who now live in Goddard House, who see no reason to continue to belong, one negative experience with seeking recommendations for contractors, and one who is seriously ill. Ten former members whose memberships expired in May were assigned to volunteers for calls (list attached). Those former members whose contact is now complete are being dropped from our follow-up list.

Next meeting, Wednesday, September 10, 3-4:30 pm at the Senior Center

Since we need to expand the committee – bring a new potential member to the September meeting

Submitted by
Molly Turlish
7/10/14