

**Brookline Community Aging Network (BrooklineCAN)
Communication Committee Minutes, April 12, 2023**
Conducted via Zoom

Carol Caro (presiding), Bea Mikulecky, John Seay, Matt Weiss, Velda Shaby, Ruth Seidman (recording)

1. May Newsletter (Articles due by April 21)

- Town Election May 2 (Carol)
- 2 BA&CE Lectures: Artificial Intelligence, Handling Gender-Neutral Pronouns with Style (Carol)
- Age Friendly TV Show, Valerie Fletcher (Matt)
- LCAC Monthly Meeting (Matt will check with Susan G.)
- Rec. Dept. Walks May and June (Bea)
- LWV Voter Guide (Carol)
- Brookline.News first edition (Bea)
- Shredding Event Senior Center (Bea)
- Electric Vehicle Presentation, Senior Center May 11 (Ruth)
- Live Jazz Concert (Ruth)
- Elder Law Presentation, Senior Center (Ruth)
- Brookline Asian American and Pacific Islander Day, Library (Ruth)
- What's Wrong with my Houseplant? Library (Carol) (or Upcoming?)
- Book Talk (Bea)
- Binge-worthy Videos (Bea)
- Upcoming Events (Carol)
 - Learn to Play the Ukulele, Library

- Hearing Talk

--Piatigorsky Foundation Concert

2. Discussion of print newsletter distribution. John has noticed that we mail out 110 copies of paper newsletters and only 14 of those are to active members. Should we continue to send to non-members? Options: 1. Stop sending to non-members. 2. Send a gentle letter to the non-members encouraging them to join, indicating the \$10 discounted rate and mentioning the option to receive the newsletter online free of charge. 3. Make no changes at this time. Carol pointed out that it is beneficial for as many people as possible to see our newsletter.

Ruth will bring this matter to Steering Committee next week. If a decision is made to send a letter, Bea has some thoughts about the wording and would be willing to create a draft.

NEXT MEETING: May 10, 2:00 pm

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