

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes April 13, 2016**

Carol Caro (presiding), Linda Cheren, John Seay, Kerri Ann Tester, Matt Weiss, Ruth Seidman (recording)

1. **Newsletter.** Assignments were made for the May issue. Articles are due to Carol and Ruth by April 19. We will publicize the most recent BrooklineCAN TV program, the TRIPPS panels in May and June, and any other BrooklineCAN activities that come up at next week's Steering Committee meeting.
2. The revised **Membership Brochure** is going to the printer. Carol and Molly Turlish will review the proof. Carol, in particular, will make sure that the colors are correct.
3. Plans for **Annual Meeting, September 15, 2016**
 - a. Matt is representing the Communications Committee on the Annual Meeting Committee. He reports that "Housing" will be this year's theme.
 - b. We reviewed last year's materials to make suggestions for this year.
 - Announcement Poster. Use template we have agreed on (see "Flyer Template" in members section of BrooklineCAN web site)
 - Program Booklet. Add "how to join" information on back page (or on other prominent place)
 - Award Certificate. Linda Cheren will review the graphic presentation.
 - Save the Date. We suggest a postcard format; this can be mailed out and put out on tables. It can also go out to our email list if we check with Aaron first to make sure the format works for Vertical Response.
 - c. In the BrooklineCAN newsletter, we will announce the Annual Meeting in "Upcoming Events" in the June issue, do a feature article in the Summer issue, and include a reminder in September.
4. **TRIPPS.** Kerri Ann Tester, Program Director, reported that she is doing a quarterly newsletter; the first issue came out in April. She would like to send it to the BrooklineCAN membership. Aaron Seidman will be in contact with her to arrange for email distribution, and John is assisting Kerri Ann in getting labels for paper distribution. In addition to publicizing the TRIPPS May and June programs in the BrooklineCAN newsletter, we will list these in the Upcoming Events section of our web site. TRIPPS now has its own web site: www.trippsmass.org

NEXT MEETING: Wednesday, May 11, 2016 2:00 pm