

## Brookline Community Aging Network (BrooklineCAN)

### Communications Committee Minutes February 13, 2019

Carol Caro (presiding), Bea Mikulecky, Elenore Parker, John Seay, Matt Weiss, Ruth Seidman (recording)

1. **March Newsletter.** We reviewed Carol's draft of the print version of the issue. The lead article will be "Benches, Pedestrians, and BrooklineCAN", reporting on successes to date in adding benches to commercial areas of Brookline as well as future plans.
2. **Education Committee Report.** Ruth updated the group on upcoming BrooklineCAN events.
  - a. On April 25 John Leland will speak on his book *Happiness is a Choice You Make: Lessons from a year among the oldest old*. The flyer has already been prepared and Elenore is working on a press release.
  - b. The TRIPPS program will be holding an event on March 28 to celebrate its three years of accomplishments in promoting the use of transportation resources for seniors and thus preventing social isolation.
  - c. Preliminary plans for programs in May were indicated.
3. Matt shared a draft of a report he is preparing on the **Age-Friendly City Committee's Accomplishments in 2017-2018 and Plans for 2019**. The committee provided input on the areas that relate to communications and publicity.
4. **Public Relations.** Elenore discussed her article "Brookline as an Age Friendly Business Town" on BrooklineCAN's Age Friendly Business Campaign. The article includes quotes from interviews with several of Brookline's business owners who are participating in

the program. Distribution of the article will be to TV and radio, specific staff members of the *Boston Globe*, AARP, and other publications and organizations. Elenore has also prepared a shorter version with a link to the full article.

5. **Age Friendly Cities TV.** The next show will be filmed on March 5, interviewing our new State Representative Tommy Vitolo.
6. **Web Update.** John reports that the free service being used for the site's interactive maps has expired, and he has moved these parts of the site to Google Maps.
7. **New Business.** We had a preliminary discussion, with plans to discuss further next month, about issues relating to the work of designing, producing, and distributing the print and electronic versions of the newsletter. Are there ways to simplify the process? Are there different vendors that could be used? What would enhance our ability to have other members of the committee, or future members of the committee, participate in this work?

**Next meeting: Wednesday, March 13, 2019, 2:00 pm**