

## BrooklineCAN Steering Committee

### Notes

May 17, 2017

**Attendance:** Michaela Barrows, Frank Caro, Ruthann Dobek, Karen Fischer, Susan Granoff, Susan Krinsky, Elenore Parker, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, Roberta Winitzer; guest-Peter Ames.

**Report from nominating committee.** The committee – Ruthann, Frank, Roberta – recommends re-electing Karen Fischer, Ruth Seidman, Susan Granoff, and Susan Krinsky and electing David Trevvett (new) to an at-large position. All are for two-year terms. The committee also recommends electing Renny Harrigan and Alberta Lipson, who have been serving in their capacity as committee chairs. We are awaiting confirmation of the representatives of the four Founding Partners. The committee's recommendations were accepted unanimously.

**BrooklineCAN 2017 (Annual Meeting).** Judith Gonyea, professor of Social Work at Boston University, will be the keynote speaker for the September 14 annual meeting, with the theme "The Power of Engagement." Potential exhibitors invited to participate in the expo have accepted, with a few more to be confirmed. The Steering Committee approved presenting awards to the League of Women Voters, TRIPPS, and BIG television. Publicity, invitations, and the program booklet are being developed.

**Proposal for business memberships.** Molly reviewed a process that led to the development of a concept for benefits for businesses who invest from \$100 to \$1000 a year in BrooklineCAN. An ad hoc committee of Elenore, Ruthann, Roberta, Molly, and Frank (convener) will invite participation of Chobee Hoy and other business leaders in developing the concept further and implementing it. Frank will invite Lance Chapman from Goddard House. One topic for the committee to consider is how to involve non-profit organizations, such as JCHE. Frank is also interested in the possibility of tying business memberships to an age-friendly business initiative.

**Request from Gen to Gen.** Ruthann reported that Deirdre Waxman is pulling together a meeting in July with Gen to Gen and other entities that are working on connecting seniors with volunteer and paid work. Currently, Gen to Gen is focused on youth-serving organizations.

**Event promotion procedures.** Elenore reported the results of the major publicity push for the Reunion Project, which led to good coverage in *Globe West*, the *Brookline TAB*, and the *Brookline Voice*. We have a form for requesting publicity. The form is available on our website. Those organizing events should download and complete the form and transmit it to the Communications Committee. At this time, the form CANNOT be transmitted successfully through the web site. The completed form should be emailed to Communications Committee members. Events are sometimes featured in one or more communications media, such as the newsletter, without receiving attention from others (website, social media, press releases, etc.) Communications Committee members vowed to strengthen their internal communications and coordination. Molly requested that the website be updated with accurate instructions.

**Invitation to attend EOEI Discussion of Creating Communities without Walls.** The Executive Office of Elder Affairs is inviting BrooklineCAN to participate in a State-wide meeting June 21 at UMass Medical Center in Worcester. Susan Krinsky will take the lead on our reply, and we will reach out to Kathy Burnes about participating because of her interest in the village movement.

**Treasurer's Report.** The largest expense of the past month was the annual payment to cover the membership Assistant. Even though expenses are on budget, they are not sustainable. Reserves total \$14, 870.

### **Committee reports**

**Finance.** Ruthann reported that the Finance Committee has begun discussions of ways to sustain and expand the budget. Further discussion and action is needed to address our structural deficit.

**Service Referral.** Renny Harrigan reports that the committee members have checked licensing and accreditation for newly referred service providers. They intend to continue that process with providers currently listed on the website and provide the necessary information to John for uploading to the website.

**Member volunteering.** No report.

**Membership.** Molly reported that the spring membership event May 18, "How to Stay Young While Growing Older – and Have Fun Doing It" is full, with 84 people pre-registered, including a mix of current members, former members, people who have attended previous events, and "new" participants who are not listed yet in the database. Several members of the Steering Committee volunteered to host tables and greet participants. At least two new members joined after attending "This Chair Rocks" May 4. Today, we have 350 active members, about the same as in April.

**Education.** The Reunion Project will hang in Hunneman Hall at the Main Library in January. Two upcoming programs (both at the Senior Center) are "Keeping People Mobile Today and Tomorrow," presented by TRIPPS with Lisa D'Ambrosio from the MIT AgeLab, Tuesday, May 23, 6-8 pm; and a Workshop on Creative Use of Extra Space at Home, Thursday, June 1, 4-6 pm, with Len Fishman, Kathy Burnes, and other resource people.

**Livable community advocacy / Age friendly city.** LCAC voted to provide BrooklineCAN endorsement for five warrant articles (listed in notes for the April 19 meeting). The Candidates Forum was successful and problems that erupted at other election presentations were avoided. Having questions posed by the moderator and submitting questions in advance will be discussed for 2018. Nancy Daly, whose term on the Board of Selectmen has ended, will continue serving on the Age-Friendly City committee. Nancy Heller is now the representative of the Selectmen.

**Next meeting.** Wednesday, June 21, at 3:00 PM. Future meetings (third Wednesdays at 3) are July 19, August 16, and September 20.

Notes prepared by Molly Turkish