

BrooklineCAN Steering Committee

Notes

May 20, 2015

Attendance: Peter Ames, Frank Caro, Ruthann Dobek, John Seay, Ruth Seidman, Molly Turlish, Matt Weiss, and Karen Zweig. ReServist Mary Dexter also attended.

Nominating Committee. Karen presented the report of the Ad Hoc Nominating Committee. The slate includes the following

- Officers
 - Co-Chairs – Ruthann Dobek and Frank Caro (terms expire 2016)
 - Vice Chair / Secretary – Molly Turlish (term expires 2016)
 - Treasurer – John Seay (term expires 2017)
- Founding Partner representatives
 - Council on Aging – Peter Ames (term expires 2016)
 - Senior Center Board – vacant for now
 - Center Communities of Brookline – vacant for now
 - Goddard House – Lance Chapman (term expires 2017)
 - Jewish Family & Children’s Services – Kathy Burnes (term expires 2016)
- Committee representatives:
 - Communications – Carol Caro (term expires 2016)
 - Education – Susan Krinsky (term expires 2017)
 - Livable Community Advocacy – Roberta Winitzer (term expires 2017)
 - Membership – Karen Fischer (term expires 2017)
 - Professional Service Providers Group – Michelle LaPointe (term expires 2016)
 - Repair and Referral – Ruthann Dobek (term expires 2016)
- At large:
 - Elenore Parker (term expires 2016)
 - Matt Weiss (term expires 2016)
 - Lisa Berger (term expires 2017)
 - Ruth Seidman (term expires 2017)

The nominations were approved as presented, and the committee was thanked for their work. Newly elected members of the Steering Committee will be invited to the June meeting.

Updating the BrooklineCAN residential guide. Mary Dexter reported on her ReServe project (funded by JF&CS) to expand the housing guide to include smaller properties and to recommend ways to market the guide to increase visibility and access. She presented a written report (printed as page 4 of these notes) that offers three major recommendations:

1. Update, reorganize, and leverage the BrooklineCAN website to promote the expanded guide, reintroducing it as “new and improved.”
2. Add a link to the BrooklineCAN website to related local business and community sites – and reciprocate.
3. Create new printed material, including a mini “at a glance” brochure featuring BrooklineCAN and the new guide, create a promo post card as a “leave behind” to draw people to the site, and update existing printed materials to promote the “new and improved” guide. Mary plans to join the Communications Committee and perhaps Membership as well. Her email address is mdexter@ins-strat.com.

Communications Guidelines. John presented guidelines (pages 5-6 of these notes) recommended by the Communications Committee designed to have materials sent out by BrooklineCAN to have a dual purpose: publicize an event or convey information and promote BrooklineCAN in the community. Reactions included recognition that the lead time requested may not be possible or practical in many cases. The guidelines will be reviewed from time to time. It is still not clear whether the Communications Committee or the “originating committee” is responsible for final decisions on content and design. Since we do not have a designer among our volunteers and since quick turn-around is often needed, Karen agreed to speak with a potential volunteer who might take that role.

Membership Event May 19. Yesterday’s event featuring The Conversation Project was attended by 54 people, including 26 current members. Six people who attended joined BrooklineCAN at the event. Molly reminded the Steering Committee that this event began as something our members and the Steering Committee wanted, not as a project of the Membership Committee. The Steering Committee thanked the planning committee (Judith Kidd, chair; Melissa Trevvett, David Trevvett, Gayle Rich, Barbara Simonetti, Karen Fischer, and Molly) for a successful event. Molly will ask the event committee members to work on a similar event in 2016. The interactive format led to remarkable participation and set this event apart from the typical educational event. For the 2016 event, key ingredients are networking, a focus on BrooklineCAN, and a topic of interest. Molly acknowledged Julie Washburn and the Senior Center staff for contributing the event’s success.

Membership. Today, we have 333 active/paid members, one less than April (plus the six who joined yesterday)

Communications. John asked everyone to nudge him if the website is not featuring a BrooklineCAN event or project when it should. Emailing news@brooklinecan.org alerts Matt (for Twitter and Facebook) and other members of the Communications Committee, not just John.

Education. The program June 18 (2 p.m. at the Senior Center) presents Lisa D’Ambrosio from the MIT age lab speaking about “Disruptive Demographics: How Our Aging Population is Re-Envisioning Longevity.”

Livable Community Advocacy Committee. The election forum April 30 was well attended and well received by candidates and attendees. The budget to be approved at Town Meeting includes \$10,000 for an employment program for renters that BrooklineCAN, Frank, and Ruthann have been working on getting approved for a number of years. This success is a great example of how accomplishments get almost overlooked.

Breaking news. Frank, Ruthann, and BrooklineCAN are to be honored as “Innovators of the Year” by the Massachusetts Association of Councils on Aging (with 300+ members). The award will be presented June 6.

Next meeting: Wednesday, June 17 at 3:00 PM.

Notes prepared by Molly Turkish

Recommendations for Marketing Guide to Age Friendly Buildings in Brookline

Assignment to Expand Brookline CAN Housing Guide to include smaller properties, and recommend ways to market guide to increase visibility and access

Recommendations:

1. Update, reorganize, and leverage Brookline CAN website to promote the expanded guide, *re-introducing it, as “new and improved”*
2. Add Brookline CAN website link to related local business and community sites; reciprocate the favor; leverage social media to increase site visibility
3. Create new printed material—mini “at a glance” brochure featuring Brookline CAN organization, focusing on the new guide; create promo post card for “leave behind” local distribution to draw potential audience to site; update existing printed materials, where practical; promote as “*new and improved*”

Electronic

- Update the Brookline CAN website hierarchy to elevate the position/visibility of the guide on the Home Page: create a new “Housing” section, pulling out/combining related ‘housing’ content from Age Friendly Cities/Support Services, and other site menu picks referring to housing
- Update Brookline CAN Guide data base to reflect newly collected information; allow access to non-members, as introductory offer, with “push out” email invitation to join Brookline CAN
- Contact Brookline community organizations, partners, Jewish organizations, other non-profits; town offices; medical institutions; local businesses—venues likely to attract search engine visits from likely Brookline CAN audience—to include link to Brookline CAN/Housing Directory site from their websites
- Add key words to Brookline CAN/guide site to attract web searches on “housing” such as: elevator buildings, condo or apartment single floor living, retirement or retired living, elderly housing, senior or age friendly buildings, condo or apartment living on one floor, downsizing to an apartment or condo; these are examples and some may already exist.
- Write/publish articles, short postings, or ads to promote guide in related electronic media sources: Brookline CAN Monthly Newsletter (feature of the month, annually), Brookline Senior Center, Brookline Council on Aging, Brookline Adult Education catalogue, JF & CS, Center Communities of Brookline, Goddard House
- Leverage social media to promote new guide; encourage Brookline CAN membership, founding partners, other organizations Brookline CAN works closely with to “like” both Brookline CAN organization and new guide postings to increase site visibility and potential access by “friends of friends”

Printed Material

- Design/draft mini-brochure Brookline CAN “At a Glance for local businesses, town offices, non-profits
- Publish articles, ads to promote “new and improved” guide in *existing* Brookline publications
- Create promo post card for businesses, town offices, lobbies, local bulletin boards
- Revise existing Brookline CAN printed material to highlight new guide as membership recruiting tool



**BROOKLINE COMMUNITY AGING NETWORK
(WWW.BROOKLINECAN.ORG)**

BrooklineCAN Communications Committee
Recommended Policy for Promoting Events and Activities

The BrooklineCAN Communications Committee is responsible for increasing visibility of the organization to its members, to other residents of Brookline, to the greater Boston community, and to networks of “village” movements through Massachusetts and beyond.

Because the Communications Committee believes it is important for BrooklineCAN to have a unified “look” and consistent message, we recommend that all BrooklineCAN committees share their promotional materials (flyers, news items, etc) with the Communications Committee. The Committee will review materials and make suggestions to the originating committee.

All promotional materials should use the most current **brooklineCAN** logo and ensure that the name of the organization (Brookline Community Aging Network) is prominent. Originators should send a draft of promotional material to the Communications Committee for review before it is copied and distributed.

All requests to the Communications Committee should be sent at least one week (7-days) prior to the time the sponsoring committee needs the materials. News releases should be requested one-month (30-days) prior to the event.

Members of the Communications Committee responsible for news releases, newsletter, flyer, website, etc. will review, edit, and/or, produce necessary materials and return them to the originating committee for acceptance or additional review.

The originating committee is responsible for distributing printed materials, such as flyers.

The Communications Committee media relations sub-committee is the **only group authorized to submit news releases on behalf of BrooklineCAN**. It will prepare the news release, formulate an appropriate media list for each release, and will distribute the release. Follow-up to media may be made by the Communication Committee with support from the originating committee.

All requests, questions, and materials should be sent to news@brooklinecan.org or to Carol Caro, chair of the Communications Committee. Carol may be contacted at carol.b.caro@gmail.com, telephone (617) 739-9228.

The attached form or a draft of the proposed communication should be used for all requests.

BrooklineCAN Communications Committee
Promotional Request – web, newsletter, press release

Form for promoting a BrooklineCAN event or activity:

Contact for information about the activity:

Name _____

Telephone _____ Email _____

Name of event _____

Date _____ Time _____ Location _____

Short Description (use additional paper if needed)

Name of Presenter or presenters _____

Co-sponsoring organization _____

Description of Co-sponsoring organization _____

Why this activity is newsworthy _____

Additional information _____

Please send this form, or a draft with the same information, to news@brooklinecan.org at least 30 days prior to the event or contact us if you have questions.