

BrooklineCAN Membership Committee

March 12, 2014

Notes

Attending: Peter Ames, Karen Fischer, Bea Mikulecky, Shirley Partoll, Sonia Wong, Ellen Young, and Molly Turlish.

Absent: Kathy Burnes, Ruthann Dobek, Doris Feldman,

Membership numbers: As of the meeting date, BrooklineCAN had 280 paid members, an increase of 12. We hope to see an uptick in memberships following the emails sent to Town Meeting Members (TMMs) on Monday (3/10). Of the 220 total emails, 182 went to people who have never been BrooklineCAN members and 25 to former members. The 13 current members received an email letting them know that their TMM colleagues were being invited to join. At least one former member rejoined immediately online, and a few other TMMs responded that they intended to join or renew.

“Elevator speech”: We reviewed two statements along with the mission statement for the Senior Center. Here are the two versions we will review at the April meeting –

Brookline Community Aging Network – BrooklineCAN – is an all-volunteer organization. We provide important and relevant information for older residents that helps them remain independent and engaged in the life of the community. We also advocate with town agencies on behalf of Brookline’s older residents.

Brookline Community Aging Network – BrooklineCAN – is an exciting and forward looking organization dedicated to ensuring Brookline is an age-friendly town. We are promoting and advocating for the engagement of older adults in the life of Brookline.

Sustaining Memberships: We decided to recommend to the Steering Committee that BrooklineCAN offer Sustaining Memberships for three years. Fees would be \$65 for individuals and \$110 for households. Bronze, Silver, Gold, and Platinum levels will remain as they are now (\$100, \$250, \$500, and \$1000 per year) will remain as they are, and we will think about new names for them.

Membership Meetings: After extensive discussion of the Monthly Meeting concept outlined originally by Karen Fischer, the Membership Committee recommends that the Steering committee establish a Program Committee that would include one or more representatives of

each BrooklineCAN Committee (Communications, Education, Livable Community Advocacy, Membership, Professional Services Providers, Repairs Etc. Referrals, and Steering). It would be ideal to include a representative of the Senior Center staff as well. The chair or chairs would be named from that group or recruited from outside. The Membership Committee members endorse unanimously the concept of regular meetings, and a clear majority are convinced that organizing regular programs falls outside the capacity of the committee as currently constituted. We recommend 4-5 meetings for the first / pilot year, planned for both the Senior Center and other public locations in Brookline. Topics might be selected that are not regularly addressed in programs of the Senior Center.

Membership Committee representatives to help plan the 2014 Annual Meeting: Shirley Partoll and Ellen Young volunteered to serve on the planning committee for the September 17 annual meeting.

Next meeting, Wednesday, April 9, 3-4:30 pm at the Senior Center

- Agenda items: looking once more at the “elevator speech,” membership data base and the status of our renewal system, special letter to “charter” members who are not currently active

Submitted by
Molly Turlish
3/13/14