

Brookline Community Aging Network (BrooklineCAN)

Communications Committee Minutes November 14, 2018

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

1. **December Newsletter.** Articles due November 24, but earlier if possible. This issue will include the results of the age-friendly business survey and the new edition of the TRIPPS guide, a very useful compendium of transportation options.
2. **Public Relations.**
 - a. Elenore is working on an expanded article on the BrooklineCAN initiative to recognize age-friendly businesses in Brookline. The broader audience, beyond the usual Brookline media, will include business publications and those dealing with elder issues. For placement of this article, we will need to expand our media list, and Elenore asked for assistance; Judith volunteered to help with this project.
 - b. Elenore is also writing a media release on the advocacy success of BrooklineCAN and others in increasing the tax-deferred income level.
 - c. .Another media release is planned for the LeadingAge award announced for Frank Caro at their annual meeting in Philadelphia. (Regarding this organization: Its 6,000+ members and partners include not-for-profit organizations representing the entire field of aging services, 38 state partners, hundreds of businesses, consumer groups, foundations and research partners. LeadingAge is also a part of the Global Ageing Network which spans 30 countries across the globe.) John has featured this award, with a photo, on the top page of the BrooklineCAN web site.
3. **Web Site.** We discussed the need to update certain sections, particularly Support Services.
4. We reviewed the flyer Carol has prepared: **BrooklineCAN: Learn about Us Get Involved.** This will be available at our events and at the Senior Center. The purpose is to encourage membership by showing interesting and useful activities in which our members can participate.

Next meeting Wednesday, December 12, 2018, 2:00 pm