

BrooklineCAN Steering Committee Meeting Minutes July 15, 2026

Attendees: Diane Abrams, Marilyn Benson, Susan Cohen, Susan Granoff, Yolande Rodriguez, John Seay, Ruth Seidman, David Trevvett, Matthew Weiss, Sonia Wong. Absent: Emily Williams

1. Review Minutes

- a. Change 2.a. to “Due to difficulties in issuing invitations...”
- b. Change 7.a.1. Membership/communication to “...updating brochure...”
- c. Approved as amended (8:0:0)

2. Welcome New Members Diane and Susan

- a. Introductions of current members
 - i. David – Member 12-13 years, Steering 8 years, Chair Pedestrian Advisory Committee, TMM, Moderator’s Committee On Exterior Lighting.
 - ii. Matt – Member 14 years, Clerk, Communications Committee Member, Co-Chair of the AFCC, Host of the AFC-TV show.
 - iii. John – Member since a few months after BrooklineCAN started, Treasurer, Webmaster, Data Base Manager, Technical Manager of the AFC-TV show.
 - iv. Sonia – Member 12-13 years, help distributing monthly newsletter, with AFB project, and with outreach programs.
 - v. Marilyn – One of newest members of Steering, involved with Membership and Communications.
 - vi. Susan G. – Involved since 2015 with main focus the Livable Community Advocacy Committee (LCAC), member of LCAC for several years and became Chair 5 years ago, on Town Advisory Committee and Chair its Human Services Subcommittee, holds public hearings and does reports on the Council on Aging (CoA) Budget, as well as the Health Department, the library and other key departments; TMM for 10 years. Welcome any new ideas for LCAC to focus on.
 - vii. Yolanda – Involved with Town stuff since the last century, Chair CoA, BrooklineCAN & AFCC member representing CoA.
 - viii. Ruth – Co-Chair of BrooklineCAN with Emily Williams, member of Communications Committee, work on Newsletter with Carol Caro in planning and editing it.

- ix. Susan C. – LCAC member for many years, volunteered at Senior Center and working at P/T job. Have thoughts re Senior Center and will express them as appropriate.
- x. Diane – Brookline 13 years and moved to a condo when husband passed, joined Senior Center and participate. During COVID joined Neighbors Connect Now because of their many outdoor activities during COVID.

3. Treasurer's Report

- a. Income – 7 payments (\$35 to \$100) total \$390, average \$65
- b. Expense – Newsletter \$275
- c. Bank balance = \$22,882.73
- d. Active members = 168
- e. Active member list process – background program and if it finds expiration dates that are prior to the day, it changes their status from active to inactive.
- f. Note – Sandy is a membership assistant who works a few hours a week.
- g. Request – Include recent history of membership numbers.
- h. Note – ½ month of data since fiscal year just ended.

4. Projects

- a. Supporting BIG
 - i. No report.
- b. Age Friendly Business (AFB) Campaign
 - i. No report.
- c. Partner Project
 - i. No report.
- d. COA and Senior Center Party of a Century Centenarian Celebration October 19
 - i. Consensus – BrooklineCAN will co-sponsor.
 - ii. About \$325 contribution required.
 - iii. Publicity by BrooklineCAN and identifying centenarians.
 - iv. Event limited to centenarians & those accompanying them.
 - v. Susan – Suggested a method of commemorating a person's centenarian stature even if they can't attend.
- e. Updating and reprinting of BrooklineCAN membership brochure
 - i. Reminder to all to review the draft brochure for Carol.
 - ii. Extensive discussion re AFB and business memberships.
 - iii. Need new person to do brochure for next update as process and tools are changing and Carol will drop responsibility.

5. Annual Meetings

- a. Fall Forum – October 15, 2026
 - i. Committee to plan the Fall Forum and discuss possible theme and panelists

- ii. Waiting for the first meeting of the committee.
- iii. Melissa and Carol are participating in planning along with Emily, Ruth, Marilyn and Yolanda.
- iv. Meeting will relate to advocacy for seniors and ageism.

6. Committee Reports

- a. Membership (Marilyn Benson)
 - i. To grow the membership, we need to have some meetings that people will get an understanding of what we do.
 - ii. Perhaps a coffee session like Emily's once a month session.
 - iii. Advertise in Senior Center publications.
 - iv. Email blast to newsletter mailing list.
 - v. Susan C. – (3-5pm or 4-6pm) is better and topic be generic.
 - vi. Diane – Would be a big draw with minor refreshments.
 - vii. Discuss next month.
- b. Communications
 - i. Newsletter – (Ruth Seidman) – July/August issue is out.
 - ii. News releases and Outreach – No report.
 - iii. Website and social media – (John Seay & Matt Weiss) – No report.
 - iv. AFC-TV – (John Seay) – 2 shows (Jill Mercurio Director of the Library and Chaz Carey Town Administrator). Available on BrooklineCAN website, on BIG's website, on Facebook and Twitter, and anywhere you can find a movie.
- c. LCAC & Notetaker – (Susan Granoff)
 - i. Next meeting is September 14th.
- d. Education
 - i. No report.

7. Review of 2026 Priorities (Develop plans for each)

- a. Advocating for increased support for Brookline's older adult population.
 - i. WA13 this year.
- b. Needs assessment for older population.
 - i. Plan is big reveal in a book by the end of the summer.
 - ii. Will be coming out with a preliminary information.
 - iii. Emily will be able to give dates.
 - iv. Marilyn – Opportunity for BrooklineCAN involvement and actions going forward.

8. Old and New Business

- a. Discuss monthly open welcome sessions next month.

9. Next Steering Committee meeting: August 19th, 2026 at 3 PM