

## BrooklineCAN Steering Committee Meeting Minutes November 20, 2024

Attendees: Marilyn Benson, Carol Caro, Ruthann Dobek, Janet Gelbart, Susan Granoff, Bea Mikulecky, Yolanda Rodriguez, John Seay, Ruth Seidman, David Trevvett, Melissa Trevvett, Matthew Weiss, Sonia Wong.  
Staff: Jamie

### 1. Discussion of Membership Model

- a. Raised at brainstorming session and other meetings.
- b. Rather than dues – some form of membership and donations.
- c. Following discussion took place and will continue next meeting.
- d. Matt
  - i. Membership and “suggested” donations desired.
  - ii. Sign up to be a member and added to membership roster.
  - iii. Perhaps to join you have to specify the committee you join.
  - iv. **BrooklineCAN possible projects:** AFB, sidewalks, bus stops, benches, gatherings, discussions, actions.
  - v. **Goals:** needs of older adults, people with cognitive issues, people with disabilities.
- e. Marilyn
  - i. Need to state “why” become a member of BrooklineCAN.
- f. Carol
  - i. 186 members too few so members needed before money.
  - ii. Limiting access to portions of website - tried and dropped.
  - iii. Member means you are part of a team (acts and advocates).
  - iv. Member of a team that advocates for older adults.
  - v. Consider applying for a grant.
  - vi. People do not ask what they get for joining.
  - vii. BCF money to continue past activities and do new ones.
- g. Janet
  - i. How do you define membership without dues?
  - ii. Define member privileges (e.g. unlimited website access).
  - iii. What is commitment of any member?
- h. Susan
  - i. Membership provides access to lists, meetings, community.
  - ii. Membership allows input to advocacy issues.
  - iii. Can charge for events to bring in donations.
  - iv. Membership increases visibility of older adults in Town.
  - v. BrooklineCAN is intermediary amplifying older adult voices.
- i. Ruth
  - i. Need way to identify as a member (e.g. membership card)
  - ii. Need finances to run organization.

- iii. Differentiate between dues amounts and donations.
- iv. Note existing \$10 dues if preferred/needed.
- v. **Suggested a small group develop a membership model.**
- vi. **Group:** Ruth, Bea, Carol, Marilyn, Susan, Matt.
- j. Ruthann
  - i. Early days had membership cards (for discounts).
  - ii. Advocate and communicate as a team for older adults.
  - iii. Costs: Annual meeting, Sandy, web page, newsletter.
  - iv. In past: needed 400 members at a lower rate than current.
- k. Melissa
  - i. New form of membership – people sign up for the mission.
  - ii. Perhaps use a digital membership card.
- l. Bea
  - i. No membership fee, membership mailing list for member only notices, announce free membership in press with publicity campaign, ask for donations, and yearly fundraiser.
- m. David
  - i. BCF would expect a compelling argument as to how BrooklineCAN membership will make the Town better.
- n. Yolanda
  - i. Membership model also needs strong mission statement.
  - ii. BrooklineCAN amplifies voice of individuals re issues.
- o. Marilyn
  - i. BCF wants specific things to fund with a grant.
- p. John
  - i. Specific criteria for membership if not dues.

**2. Review of October 16, 2024 Brainstorming Session with Kathy Burnes [BrooklineCAN Steering Brainstorming Summary 10.16.24.odt](#)**

- a. Most valued accomplishments (also 2 most active committees).
  - i. Communications/public events.
  - ii. Advocacy.
- b. Ideas for the coming year if we have the resources.
  - i. Ways to build member engagement.
  - ii. Doing what we do better/reviving inactive programs.
  - iii. New ideas.
- c. Membership model – see discussion in item 1.
  - i. Focus session of members other than Steering Committee.
  - ii. Expand focus group to non-members.
  - iii. Continue to stress membership with LCAC attendees.
  - iv. Resume annual meetings.
  - v. Continue Candidate Forum.
  - vi. Revive AFB program.

- vii. Update web listings and add to the web site (public info).
- viii. Revitalize public programs.
- ix. Add to website navigating Town and older adult Town info.
- d. New ideas.
  - i. How to do advocacy (e.g. Mass Senior Advocacy Council).
  - ii. Intergenerational connections – younger people into the mix.
  - iii. Welcome kit to retirees and new older adult residents.
  - iv. Transportation as whole – walking, biking, driving.
  - v. Older adult access to shops.
- e. For next meeting consider each of the three categories of ideas and decide which is most important in each for our commitment.

### **3. Update on Council on Aging Director's succession**

- a. Invite to December 11, 2024 COA meeting/ celebration
- b. Save the Date for April 27, 2025 fundraiser in honor of Ruthann
- c. Status – 2<sup>nd</sup> interviews with aggressive schedule for selection.
  - i. Aiming for an offer by end of November if doable.
  - ii. Narrowed down to 4 applicants with 3 invited for 2<sup>nd</sup> round.
  - iii. Bring new person in December if doable.

### **4. Update on Brookline's Comprehensive Plan**

- a. Comprehensive Plan and Older Adults (Carol Caro)
  - i. Not focused on older adults, rather the whole Town
  - ii. People said “not places to shop in Town”.
  - iii. Shopping on internet – Town stores were non-internet items.
  - iv. Following 1<sup>st</sup> draft of report advocacy for older adults begins.
- b. Needs to remain on our agenda.
  - i. Need to report to BrooklineCAN mailing list these activities.
  - ii. Consider reports to newsletter list re age-friendly aspects.
  - iii. Include overview of process.

### **5. Follow up on BrooklineCAN brochure and lapsed letter**

- a. 600 brochures were used on Brookline Day so now much fewer.
- b. Lapsed letter is going out.

### **6. Treasurers report (John Seay)**

- a. Only expense was paper copies of the newsletter.th
- b. Two types of donations not related to membership.
- c. Higher levels of donations also exist.

### **7. Committee Reports**

- a. Membership
  - i. No report.
- b. Communications
  - i. Newsletter – Send ideas for articles to Communications by the 2<sup>nd</sup> Wednesday of the month.
  - ii. News Releases – None.

- iii. Website – None.
- iv. AFC-TV – Episode 49 is Sarah Kaplan, ADA Coordinator.
- v. Social Media – None.
- c. Livable Communities Advocacy Committee
  - i. Next meeting is 1/6 or 1/13/2025.

## **8. Old and New Business**

- a. None.

## **9. Next Steering Committee Meeting: August 21**

BrooklineCAN Membership as of 11/18/2024: 186

BrooklineCAN Membership as of 10/15/2024: 185

BrooklineCAN Membership as of 9/13/2024: 188

BrooklineCAN Membership as of 8/16/2024: 188

BrooklineCAN Membership as of 7/12/2024: 196

BrooklineCAN Membership as of 6/21/2024: 194

BrooklineCAN Membership as of 5/13/2024: 190

BrooklineCAN Membership as of 4/12/2024: 187