

BrooklineCAN Steering Committee Meeting Minutes September 18, 2024

Attendees: Ruthann Dobek, Janet Gelbart, Susan Granoff, Bea Mikulecky, Yolanda Rodriguez, John Seay, Ruth Seidman, David Trevvett, Matthew Weiss, Sonia Wong. Staff: Jessica Milley-Gee

1. Review of Brookline Day September 8, 2024

- a. New tent
 - i. Decision to get a new tent that can be put up by one person.
 - ii. New background sign needed.
- b. Review of conversations with participants
 - i. Weather was perfect and crowd was big.
 - ii. People stopped to talk and wanted to know what we do and what can she do to help us.
 - iii. Many people signed up to get the newsletter.
 - iv. "Incredible day".
- c. Follow-up with sign-in sheets
 - i. Sequence – Signees are added to mailing list for newsletter, ask them to join and follow up with newsletter, letters thanking them and asking for a "coffee hour".
 - ii. David Trevvett proposed wording: "Thank you for signing up for the BrooklineCAN Newsletter at Brookline Day Sept 8. We've added you to our mailing list. The new Newsletter for October was just sent out on [insert date here]. We hope you received it and are enjoying it. If you don't recall seeing it, please double check your email, including your spam folder. If you still can't find it, please write to us at (insert email address), and we'll check to make sure there was no error in adding you to the list. If you like the newsletter and would like to join BrooklineCAN as a member, you can do so online from our home web page at www.brooklinecan.org. We would love to have you join us. Once again, thanks for subscribing."
 - iii. 3 people wanted to volunteer.

2. Ongoing discussion of BrooklineCAN goals and priorities 2024

- a. Start planning FY25 goals and priorities
 - i. Identify (through a brainstorming session) and carry out two or three activities involving members beyond those in Steering Committee. Additional activities can be added as appropriate. Run a Volunteer Opportunity section in the monthly newsletter. (Age-Friendly Business review)

- ii. Conduct a membership drive possibly connected to a publicity campaign.
 - iii. Participate in the Council on Aging Director succession including the hiring process and the welcoming and working with the new Director.
- b. Need leaders and doers. Someone to explain to each new person what the activities are and how to get involved.
 - i. Need to help seniors use lifetime skills to improve Brookline.
 - ii. Shape activities to take advantage of such skills.
 - iii. Social aspects bringing people together.
 - iv. Need “goals” and “current objectives” with current objectives dependent on volunteers to lead and do.
 - v. John will produce list of accomplishments (see 2.c.)
- c. List of accomplishments (see [here](#) for expansion of each):
 - i. Advocacy
 - ii. Monthly Newsletter
 - iii. Book, Video, and Podcast Reviews
 - iv. Website
 - v. Social Media
 - vi. Annual Candidate Forums
 - vii. Age-Friendly City
 - viii. Age-Friendly Cities TV
 - ix. Media Relations
 - x. Public Events
 - xi. Pedestrian Advisory Committee
 - xii. TRIPPS
 - xiii. Beacon Street Benches
 - xiv. Age-Friendly Business
 - xv. Service Providers
 - xvi. Automatic Doors
 - xvii. Restrooms
 - xviii. Apartments and Condominiums
- d. Projects
 - i. Clean up the website content.
- e. Brainstorming session.
 - i. Steering Committee plus Carol Caro, Kathy Byrnes...
 - ii. 1 hour of the October meeting.
 - iii. Each person bring 2-3 ideas to the meeting for BrooklineCAN to do if sufficient members were available.
 - iv. What would a membership drive look like?
 - v. In person (and hybrid).
 - vi. Matt will pick up Susan.
 - vii. Technique – White board with David as leader.

3. Discussion of Brookline's 2040 Comprehensive Plan Update

- a. Excellent place for BrooklineCAN to put its efforts (1-2 years).
- b. Need to be involved throughout the process.
- c. Future of Brookline through 2040.
- d. Roles – Information dissemination, monitoring, advising, advocating.

4. Update on Council on Aging Director's succession

- a. 3 people on Steering Committee are on the search committee.
 - i. Yolanda Rodriguez representing CoA.
 - ii. Ruth Seidman representing BrooklineCAN.
 - iii. Susan Granoff representing the Advisory Committee.
- b. Others
 - i. Betsy Pollock representing the Foundation.
 - ii. Bernard Greene representing the Select Board.
 - iii. Richard Banker representing former Select Board.
 - iv. Pat Maher representing Public Health Advisory.
 - v. Chas Cary Town Administrator is the leader.
- c. Job description was pre Ruthann so Chas has asked Ruthann to play an advisory role on the search committee.
 - i. Last version mentioned role with BrooklineCAN.
 - ii. Rewritten and finalized to be posted 9/18 (not yet though).
 - iii. Posted for 30 days before interviewing can begin.
- d. Chas spoke to CoA and CoA expressed opinions re skill set.
- e. Next step – develop questions for the interviews.
- f. Final round – tour of Senior Center and meet-and-greet.

5. Update on 108 Centre Street

- a. Lottery completed for 54 units – supposed to open in December.

6. Council on Aging October meeting

- a. The October Council on Aging meeting will be held on Wednesday, October 9 at 1:00 PM via Zoom and in-person at the Brookline Senior Center Room 304. Guest speaker will be Sigalle Reiss, MPH, RS/REHS, Director of Brookline Public Health & Human Services, presenting on "Community Health Assessment/Community Health Improvement Plan: Putting data into action"

The October Zoom meeting link is:

<https://brooklinema.zoomgov.com/j/1601549570>

Meeting ID: 160 154 9570

To Join By Phone, call 1-646-828-7666 and enter Meeting ID

7. 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.

8. Treasurers report (John Seay)

- a. Note domain renewal charges occurred this month.
- b. Standard newsletter charges plus extras for Brookline Day.

9. Committee Reports

- a. Membership
 - i. No report.
 - ii. Considered asking new volunteers if they would be willing to join a newly reconstituted Membership Committee.
- b. Communications
 - iii. Newsletter – Next edition includes article about Ruthann.
 - iv. News Releases – Consider a BrooklineCAN publicity campaign, perhaps with assistance of BU students.
 - v. Website – No changes.
 - vi. AFC-TV – Jake Collins re 2040 Comprehensive Plan Update.
 - vii. Social Media – No changes.
- b. Livable Communities Advocacy Committee
 - i. Update on LCAC survey
 - ii. 9/9 meeting on Affordable Housing from Roger Blood.
 - iii. Presentation by John Seay and Carol Caro on the Age-Friendly Cities Committee.

10. Old and New Business

- a. Note Susan referred to WA 4 for Veteran tax work-off program.
 - i. Consider impact on current older adult tax work-off program.
 - ii. Next meeting of Human Services Subcommittee of the Advisory Committee.
 - iii. Really interesting meeting with a lot of positive feedback.
- b. No October meeting – next meeting 11/4/2024 – no agenda yet.
- c. Survey re meeting subjects almost ready for distribution.
 - i. Alert re survey go out by 9/23.
 - ii. Survey go out 9/30.

11. Next Steering Committee Meeting: August 21

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