

Gloucester Lyceum & Sawyer Free Library
Corporate Communication Committee - Meeting Minutes
Wednesday, January 10, 2018

The monthly meeting of the Corporate Communications Committee was held on Wednesday, January 10th, 2018 in the Muzzey Room at the Sawyer Free Library.

In attendance: Wendy Quinones (Chair), Sarah Oaks, Jason Brisbois, Christine Armstrong, Beth Pocock, and AnnaKatherine Amacker.

1. Call to order and Welcome - Wendy Quinones
 - a. Approval of November 1, 2017 minutes pending corrections.
 - i. Motion to approve by Wendy Quinones, seconded by Sarah Oaks.
Minutes were approved pending corrections.
2. Old Business
 - a. Signage: Christine is waiting on a third vendor for the an alternative cost for large banners and still investigating kiosk signage.
 - b. FAQs: There is no updated version of the Frequently Asked Questions about a new or updated building as of yet.
 - i. The second question is “why do we need a new library?” and the committee feels this needs updating to “why do we need a twenty-first century library?”
 - ii. These should be formatted for the public to take from a stack at the Borrowers’ Services desk. However, the FAQs will need wording changes because the building committee hasn’t made a decision on what to recommend to the board (feasibility study is underway, etc.). For right now, these need to be disseminated to staff only.. They will be distributed at staff meeting Friday, Jan 12.
 - c. Community Outreach
 - i. Gloucester Conversations: Continuing to push the prospective date of these back because there has not been a decision about the building is problematic. The committee took up the question of asking what people want before the building decision is made vs. having the Gloucester Conversations before the decision is made. There has been some discussion about combining the focus groups for the Community Strategic Planning Committee and Gloucester Conversations. This committee would rather hold Gloucester Conversations in late April as planned.
 - ii. Facebook page: This was meant to be a stand-alone portal for the building project. If we do not have any external news, the Facebook page should be pushed back. The committee feels that it may be best to combine it with the existing Facebook page for the library to minimize public confusion.

3. New business
 - a. Annual Report
 - i. The basic structure follows from what we produced last year. This committee agrees that the letter last year was weak and should come from John Brennan this year.
 - ii. Last year's financial statements were not complete, so that needs to be rectified this year.
 - iii. The list of Corporators needs to be updated again.
 - iv. The Friends and Lyceum should each have half page sections.
 - b. Roadshow Video:
 - i. The content is contingent upon Gloucester Conversations.
 - c. Advertising:
 - i. The photography needs more multiculturalism.
4. Adjourn
5. New Meeting Feb 7