

Gloucester Lyceum & Sawyer Free Library
Community Public Relations Committee – Meeting Minutes
Wednesday, April 12, 2017

The Monthly meeting of the Community Public Relations Committee was held on Wednesday, April 12, 2017 at 10:00 AM at Sawyer Free Library.

In attendance (by voice & context clues): Wendy Quinones, Deborah Kelsey, Beth Pocock, Christine Armstrong, Michelle Williams, Jason Brisbois

- Review of the draft **Sponsorship Policy**
 - Practical Changes:
 - There were some grammatical changes made to bullet points;
 - The third bullet was changed from “May propose the selection of collections or require endorsement of products or services” to “May propose the selection of collections but not require endorsement of products or services”;
 - From the second page: Discussion of how decisions should be made (i.e., by the Board **or** Library Director vs. by the Board **and** Library Director vs. by the Board **and/or** Library Director). Agreed on “and/or”;
 - The Policy Committee will review the policy before bringing to the Board for approval.
 - Made a change to the order of the bullets *Approval and Authority for Implementation* to come before *Recognition and Acknowledgement*;
 - Remove the wording “required by the donor” from Recognition and Acknowledgement bullet.
 - Conceptual Changes
 - Fran Aliberte (unable to attend) suggested that sponsorships be time-limited with a limit set on the size of the sponsor’s logo. Discussion followed on logistics and practicalities of acknowledgements.
 - There was general consensus that the last bullet in the section covers it, but the Committee agreed to add this qualifying sentence: “The Board of Trustees reserves the right to limit the term and type of sponsorship”.
 - There was discussion about automatically continuing sponsorship (*a la* Cape Ann Savings Bank bags and Carroll Steele book marks). We will add wording about the Board making decisions around limits.
 - A motion was made and seconded to approve the policy as amended. Unanimously approved.
 - Deborah will type up the changes to the Policy for presenting to the Policy Committee.

Communications Plan

- Brief discussion re: use of Constant Contact for email updates and frequency of e-blasts.
 - Constant Contact works fine, but we could do a price comparison with other vendors;
 - Subscribers could get up to five emails in a week: currently sending one monthly all-inclusive email and two per week for adult programming plus two per week for children's programs;
 - Use cross-promotional capabilities between Constant Contact, website, Facebook, and Twitter.

Corporate Communications Committee

This is aimed at outlining the separation of Corporation and Library responsibilities.

- Discussion re: List of Corporators
 - Cleaning up the List
 - The list of Corporator names has been stagnant for years;
 - By-laws were changed last year to limit Corporator terms to six years;
 - We've been tracking attendance;
 - Discussion re: pros and cons of phone calls to assess buy-in of individual Corporators
 - Full contact information (emails and phone numbers) is lacking for most of the names on the list;
 - The suggestion was made instead to try to engage them:
 - Plan a Corporator training;
 - Offer a list of actions they can take to be ambassadors for the Library.
 - The Annual Meeting
 - Use the annual meeting as a Call to Action
 - "This is a critical time for the Library. We need your help...";
 - Is the mailing enough of a notice? Do we want to publicize in the paper? Send out in e-blast? Follow up to Corporators with a special email and/or phone calls?;
 - Wendy volunteered to write the letter of invitation to the Corporators;
 - To be signed by Fred;
 - Christine will draft the response postcard;
 - Deborah will pull together the multiple lists: Corporators, annual appeal, volunteers, etc.
 - Wendy will let Fred Cowan know about this conversation and decisions

Next meeting: May 9, 2017 at 10:00 AM

Respectfully submitted by Tracy Bowen

Motions Summary

The Sponsorship Policy, as amended, was approved unanimously

Actions Summary

Sponsorship Policy

- Deborah will type up the changes to the Policy for presenting to the Policy Committee.
- The Policy Committee will review the amended Sponsorship Policy before bringing to the Board for approval.

Corporators

- Wendy will draft a letter of invitation to the Corporators for the Annual Meeting. Fred will sign it.
- Christine will draft postcard response postcard to send with the letter of invitation.
- Deborah will pull together the Corporators mailing list.
- Wendy will let Fred Cowan know about the Committee's conversation re: Corporators.