

Gloucester Lyceum and Sawyer Free Library
Corporate Communications Committee
Wednesday, December 6 2017 at 10:00 am

The Monthly meeting of the Corporate Communications Committee was held on Wednesday, December 6 at Sawyer Free Library.

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

In attendance:

1. Call to Order, Welcome, and Introductions
 - a. Call to Order and Welcome: Wendy
 - b. Introductions:
 - i. Sarah Oaks, visitor services specialist at Maritime Gloucester will be joining the committee as a new member.
2. Approval of Minutes November 1, 2017.
 - a. The committee will take up the approval of the November 1, 2017 minutes at its January 3, 2018 meeting.
3. Old Business
 - a. Budget
 - i. Marketing budget: Christine Armstrong is being paid in a timely manner.
 - ii. External signage: Five new handicap signs are needed for the ramp outside. Christine Armstrong has created ADA compliant signs. These should come out of Building and Grounds budget for implementation, but this committee will approve the designs.
 - b. Community Outreach
 - i. Fran Aliberte and John Brennan met with the mayor about community outreach. She is supportive of our efforts, but she would like to see more Gloucester Conversations. She also expressed that we should speak to community groups such as the rotary and PTOs, which is part of the roadshow concept this committee has already approved. She also suggested using precincts instead of wards to determine the location for Gloucester conversations.
 - ii. The community outreach focus has been the building rather than services that the library provides to the community. It is important to focus on this

aspect as the Board may not have a decision about rebuilding versus remodeling in April.

- iii. Christine Armstrong noted that the Gloucester Conversations can be moved back about two weeks to the beginning of May, and Wendy Quinones asked whether the roadshow should go out before Gloucester Conversations happen. This may create more public awareness before Gloucester Conversations and help keep negative and/or misinformed ideas from dominating the conversations. The committee believes the roadshow should still go out after Gloucester Conversations, which will be professionally mediated; however, it is important to speak with the facilitators about how they will handle each meeting.
- iv. Michelle Williams noted that Discover Gloucester does “monthly mug ups” that generally have a presentation or theme of networking. If space is open, there is an opportunity for the library to present about how it can and does serve summer populations and, in turn, the businesses that also serve these populations.

c. Annual Appeal

- i. We do not have numbers yet, but Beth estimates 40 to 50 returns so far.

d. Other

- i. Additional Advertising Ideas: Rather than an ad, a more community oriented article or infographic of “Things to Do in the Library on a Rainy Day with Kids” in something like Discover Gloucester’s brochure. Fran noted that we need to focus on visibility in the community and reciprocity in advertising as well as word of mouth. This could include sponsorships for banners/signs, etc.

4. New Business

a. Other

- i. Signage: Christine Armstrong presented designs for exterior signage for the entrances, banners for the back of the building, the wheelchair ramp, and security camera awareness (see attached).
 - 1. Hours of operation: Cost of \$60 and must be hung when we have three consecutive days of forty degree weather. The committee prefers Option 2.
 - 2. Entrances: This will be perforated material. The committee prefers the second option.
 - 3. ADA signage

4. Video Surveillance: Cost of \$70 (\$35 x2). The committee would prefer the wording to be more on mission. A warming but more welcoming.
 5. Lot Entrance Banners: Four banners at \$3500 x1. These have a shelf life of three years and cannot be hung until spring. The committee would like to know if it is possible to make the fourth out of a more cost effective material so it can be changed easily for special events. The committee also discussed whether these could be sponsored by local businesses.
 6. Front Entrance
 7. Kiosks: Christine is working to find something more contemporary. This is temporary in that it may only be in place for a maximum of five years.
5. Adjourn
 6. The next meeting will be held January 3, 2018 at 10:00 am.