

**Gloucester Lyceum and Sawyer Free Library  
Corporate Communications Committee  
Wednesday, July 11, 2018 at 10:00 am  
Byers/Davidson Room, Saunders House  
2 Dale Avenue, Gloucester, MA 01930**

Attendance: Fran Aliberte, Sarah Oaks, Simon Paddock, Wendy Quinones (Chair), Michelle Williams, and consultant Christine Armstrong

Not Present: Jason Brisbois, Melanie Murray-Brown

1. Call to order, welcome and introductions. This meeting is being recorded.
2. Approval of minutes June 6, 2018. Tabled
3. Advertising:
  - a. We hung a banner at St. Peter's Square for Fiesta.
  - b. Placing an ad in the insert in the Gloucester Stage Company playbill.
4. Website:
  - a. The new site is launched. AnnaKatherine did a great job with the design.
5. Outdoor Signage:
  - a. Permitting was approved yesterday by the Building Inspector.
  - b. A 50% deposit is due to the sign company. We will get an installation date when the deposit is paid.
  - c. Will have to shut down part of the parking lot for the installation.
6. Booth: Purchasing a 10' x 10' booth for outreach events. Includes a banner and a table cloth. Christine is looking for approval for a \$1,200 purchase for everything. Fran made the motion and it was seconded. There was discussion about the best design and the different features and uses of the booth. Unanimous approval for the purchase.
  - a. Could be ready in as soon as three weeks.
7. Event list for Google Docs:
  - a. Combines all family events, SFL events, national holidays, Chamber events, Rotary events, etc. This is meant to be a working document. We will create a Google calendar for sharing.
  - b. Brainstormed best strategies for summer outreach events, e.g., Block Parties, Sidewalk Bazaar.
    - i. For this Saturday's Block Party we'll provide a summer reading list to the Chamber's booth.
8. Media/Communications Plan:
  - a. Have already advertised with: Cape Ann Magazine, Gloucester Stage Company, Cape Ann Cinema, Discover Gloucester;
  - b. We need an advertising budget and a way to evaluate effectiveness.
    - i. Wendy pointed out that the Committee has a budget of \$40,000 for all expenses.

- ii. The group brainstormed on best ways to measure effectiveness of different advertising/outreach venues and about setting a budget.
    - 1. Wendy will meet with Mary-Kathryn Gray about budgeting.
  - iii. Getting the Library story out in the paper. Discussion of timing and what stories to talk up. Library programs and activities are already posted online and in the paper.
    - 1. There is talk of John Brennan doing an interview with the Gloucester Daily Times; possible topics include: new signage; security measures being taken; Building Plan; Library Strategies; Saunders House consultants. To be revisited.
  - iv. Upcoming events:
    - 1. Sidewalk Bazaar: We'll have a booth and raffle off an iPod.
    - 2. Schooner Festival: Possibilities: Sponsor a race prize for a spot in the program; have a table at Maritime Heritage Day with the Discover Gloucester list of books about Gloucester.
      - a. Fran moved to spend up to \$500 to have a presence with the Schooner Festival and Maritime Heritage Day. The motion was seconded and approved unanimously.
      - b. Wendy will follow up with Daisy Nell Collinson, Schooner Festival organizer, about the details.
    - 3. Count-down to Kindergarten, August 1: Gloucester Education Foundation (GEF) has a presence at City Hall; they hand out school supplies, etc. We could have a presence and distribute SFL bookmarks and/or pencils.
      - a. Sarah (I think) moved to spend up to \$500 to have a presence and distribute SFL merchandise at Count-down to Kindergarten. Fran seconded. Somebody (Michelle?) amended the motion to add that any items ordered be designed to be usable at any event. The motion as amended was approved unanimously.
      - b. Wendy will follow up with Tina Ramos of GEF and someone at the Superintendent's office.
    - 4. Fishbox Derby: \$100 to sponsor. We've done this in the past.
9. Other advertising ideas:
- a. Brochures for distribution at motels, rentals, Visitor Center, etc. Rack card with services listed on one side and "Ten Books About Gloucester" on the other.
  - b. Bookmarks: Carroll Steele Insurance bookmarks need our new logo. Short-term solution: Fran will let them know that we will have them printed and will ask them to pay for it. Long-term: we need a policy for corporate sponsorship of SFL merchandise.
10. 11:10 Adjourn. There being no further business the meeting was adjourned.
11. Next meeting: Wednesday, August 1, 2018 at 10:00 am

Respectfully submitted, Tracy Bowen

### **Motions Summary**

Fran moved to approve purchase of a 10' x 10' booth for outreach events. Includes a banner and a table cloth. Christine is looking for approval for a \$1,200 purchase for everything. The motion was seconded and was approved unanimously.

Fran moved to spend up to \$500 to have a presence with the Schooner Festival and Maritime Heritage Day. The motion was seconded and approved unanimously.

Sarah (I think) moved to spend up to \$500 to have a presence and distribute SFL merchandise at Count-down to Kindergarten. Fran seconded. Somebody (Michelle?) amended the motion to add that any items ordered be designed to be usable at any event. The motion as amended was approved unanimously.

### **Actions Summary**

Wendy will meet with Mary-Kathryn about budgeting.

Wendy will follow up with Daisy Nell Collinson, Schooner Festival organizer, about SFL participation.

Wendy will follow up with Tina Ramos of GEF and someone at the Superintendent's office re: Count-down to Kindergarten.

Fran will let Carroll Steele Insurance know that we will have their bookmarks printed and will ask them to pay for it.