

Gloucester Lyceum & Sawyer Free Library
Corporate Communications Committee--Meeting Minutes
Tuesday, October 3, 2017

The Monthly meeting of the Corporate Communications Committee was held on Tuesday, October 3, 2017 at Sawyer Free Library.

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

Approval of Minutes

- Oct 21, 2015: These have been previously approved.
- November 18, 2015: No changes or additions were suggested.
- January 13, 2016: No changes or additions were suggested.
- June 9, 2016: No changes or additions were suggested.
- Feb 8, 2017: No changes or additions were suggested.
- March 8, 2017: No changes or additions were suggested.
- Wendy motioned to approve the minutes as a batch; Fran moved to accept the motion. All members voted affirmative with no negatives.

Old Business

- Marketing and Community Outreach
 - Brainstorming about social media influencers within Gloucester, Michelle suggested Good Morning Gloucester (GMG), The Bridge Cape Ann, and the Discover Gloucester Facebook group.
 - GMG already posts library events and will pick up other content.
 - The Bridge works to promote local businesses and has a large social media following.
 - Become a Bridge member, which means a monthly cost.
 - Participate in popular "Win It Wednesdays" where The Bridge raffles donated items from local businesses.
 - Set up a table at Bridge events that promote local businesses.
 - The Discover Gloucester Facebook group is focused on tourism, but followers are mainly locals.
 - Not all but some of the content generated by the Corporate Facebook page would be appropriate to post there. Michelle would be willing to make those posts.
 - Parent/Teacher orgs would be helpful places to distribute content.

- There are no large parent social media groups. Homeschool groups may be a better focus.
- The launch of the Corporate Facebook page does not need an event. More content will produce more traction. The purpose of the page is to promote Gloucester Conversations and open a dialogue with the public by creating a place where they can voice opinions.
 - Lead with John Brennan giving an interview in the Gloucester Times and posting that to the Corporate Facebook page and from there, local social media outlets.
 - AnnaKatherine can repost content to the Library's social media outlets.
 - Wendy is calling BC library to find out the details of their Facebook campaign.
- Other

New Business

- External signage:
 - The back of the building lacks signage indicating what it is.
 - The front of the building should emphasize things that are happening at the Library. At the very least the new logo should go up, but need to change the image of the library over all.
 - Digital signage has been proposed, but the committee has reservations about that on the outside in the front of the building.
 - It is worth spending money on digital signage because the duration of the building project is going to be at least five years, probably longer.
 - Digital sign boards in the doorways where staff hangs flyers now. These would be eye catching, look neater, and make it easier to change flyers.
 - Interior digital signage is something the staff is already working on.
 - Vertical banners for the outside of the building in the back, as opposed to window clings.
 - Signage for the hours needs to be more eye catching.

Adjourn

- Next meeting will be held on Wednesday, November 1, 2017 at 10:00 am. Meetings will be held on the first Wednesday of every month.