

**Corporate Communications Committee**  
Wednesday, November 14, 2018, 9:00 - 11:00 am  
Byers Davidson Room, Saunders House  
2 Dale Avenue, Gloucester, MA

**Attendance:** Fran Aliberte, Christine Armstrong, Jason Brisbois, Sarah Oaks, Wendy Quinones (Chair), Michelle Williams, Library Director Deborah Kelsey, and guests Anne-Marie Anderson and Simon Paddock

**Not Present:** Melanie Murray-Brown

1. Call to order
2. Welcome and introductions. This meeting is being recorded.
3. Approval of the Minutes for October 10, 2018. Fran moved to approve the minutes as presented. Jason seconded, and the minutes were approved.
4. Old business
  - Planning Calendar
  - Annual Appeal:
    - The mailing has gone out. Simon read the acknowledgement that follows an online donation.
    - The goal for the year is \$30,000.
    - In addition to the mailing we are using the following outreach methods: print advertising, Good Morning Gloucester, a banner on the building, social media.
    - This year's appeal has added options for legacy and monthly giving.
  - PR staffing: Christine hired a public relations contractor to support the Committee.
  - Kiosk:
    - The 20-day appeal period is over. Fran will pick up the permit.
    - Christine will see to the installation.
  - Strategic Plan
    - The group reviewed the first draft and made some suggestions for revision.
    - The document will be shared at the Annual Meeting and there will be a link on the website.
  - Other
    - Future item to address: revitalize the Sawyer Medal.
5. New Business
  - Annual Report

- New promotional ideas
  - Outreach to younger people: John Brennan has requested the Committee devise an outreach plan.
    - The group discussed the demographic on which to focus.
    - John had proposed a “Design Your Library” contest. Discussion followed on what that would look like.
      - Will focus on school-aged kids asking them to design their dream library.
      - Will connect with the schools and/or art departments and other organizations that serve children to promote the contest.
      - Will structure it by age-range and offer prizes by age and in multiple categories.
      - Christine will draft an outline for presentation to the Board in December.
    - Discussion moved on to drawing in young families, specifically mothers of young children.
  - Items not reasonably anticipated by the chair 48 hours in advance of the meeting

5. Adjourn

6. Next meeting: December 12, 2018 9:00 am

Respectfully submitted, Tracy Bowen

**Motions Summary**

n/a

**Actions Summary**

Fran will pick up the permit for the outdoor kiosk.

Christine will arrange for installation of the outdoor kiosk.

Christine will draft an outline of the Design Your Library contest for presentation at the December Board meeting.