

**Gloucester Lyceum & Sawyer Free Library
Corporate Communications Committee
Wednesday, January 9, 2019, 9:00 – 10:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA**

Attendance: Fran Aliberte (Chair – via Skype), Anne-Marie Anderson, Christine Armstrong, Jason Brisbois, Melanie Murray-Brown (arrived at 9:35) Michelle Williams, Library Director Deborah Kelsey, and Assistant Library Director Beth Pocock

Not present: Sarah Oaks

1. Call to order. This meeting is being recorded.

2. Welcome and introductions

3. Approval of the Minutes for November 11, 2018 and December 12, 2018. Tabled for the next meeting.

4. Old Business

- Annual Appeal Update: As of last week we're at approximately \$24,000. Things are still trickling in. At the next meeting we'll do a comparison of giving between this year and last year.

5. New Business

- CCC Vice Chair: Anne-Marie has agreed to serve as Vice-Chair. Fran moved to nominate her for the position. Michelle seconded and the motion was approved.
- PR consultant interviews – Christine Armstrong:
 - The original hire fell through. Christine has been interviewing candidates. Their first job will be outreach about the new security personnel to be starting in the new year.
- Next possible events to promote:
 - Reviewed the Library's list of upcoming events.
 - January 11 - Junior Steam Team
 - Multiple Dates - Early Intervention Time for Toddlers
 - Multiple Dates – TED Talks
 - February 14 - Valentine's Day - I "heart" SFL. The group brainstormed family ideas; maybe dance lessons by MAGMA, Cake Ann cupcakes, and make your own valentines. Anne-Marie will reach out to MAGMA. Christine will talk to Cake Ann and research branded candies for a give-away.
 - March 1st - Power of Play
 - April - TBD - Poetry Without Paper Contest

- April - TBD - Pathways Literacy Fair
 - College and Career Fair
 - Countdown to Kindergarten
- Community Partnerships: Christine met with Art Haven, the Y, and a school guidance counselor. People are interested in partnering
 - Art Haven has a whale program scheduled for school vacation week. Beth will look into that.
 - Art Week - a statewide initiative schedule for April 26 to May 5. The group brainstormed activities: art demonstrations, cemetery tours, mural tours, etc.
 - Deadline to submit an application (through Discover Gloucester) to host an activity is February 28.
 - Beth will reach out to Carol Kelly and Bev McKean from the Cemetery Commission about walking tours.
- New Ideas and Sponsorships:
 - The group brainstormed holding a series of workshops to help teens and parents with college applications and financial support applications in conjunction with the local schools. Melanie will speak with Assistant Superintendent, Greg Bach.
 - Mass Center for the Arts has a program that would help us create a book of walking tours with SFL as a starting point. We could partner with the Gloucester Writers' Center.
- Gloucester "U" discussion: A former after school program funded by Gloucester Education Foundation. Christine spoke with a guidance counselor about increasing teen usage of the library. The teens are busy with sports and work.
- Paid High School Internship (Corporate Funded): The group discussed creating a sponsorship program that would have local businesses paying ~\$1,000 to sponsor a six-week paid internship for a high school student to do a program at the library. For example, helping to build teen programming, marketing, helping with programming for younger kids.
 - We could reach out to the Chamber and local businesses to fund part of it and the Library corporation and/or the Friends fund part of it. Christine will reach out to the Chamber.
 - The group discussed professional internships for college credit. This requires professional supervision; an idea for the future.
- Items not reasonably anticipated by the chair 48 hours in advance of the meeting

6. 9:55 Adjourn. There being no further business the meeting was adjourned.

7. Next meeting: February 13, 2019 9:00 am

Respectfully submitted, Tracy Bowen

Motions Summary

Fran nominated Anne-Marie Anderson to serve as Vice-Chair of the Committee. Michelle seconded and the motion was approved.

Actions Summary

February 14 - Valentine's Day - Anne-Marie will reach out to MAGMA about dance lessons.

Christine will talk to Cake Ann and research branded candies for a give-away.

Art Haven has a whale program scheduled for school vacation week and is interested in partnering with us. Beth will look into that.

Beth will reach out to Carol Kelly and Bev McKean from the Cemetery Commission about walking tours for Art Week (April 26-May 5).

Melanie will speak with Assistant Superintendent, Greg Bach about a series of workshops to help teens and parents with college applications and financial support applications in conjunction with the local schools.

Christine will reach out to the Chamber about local businesses sponsoring short-time paid high school internships.