

**Corporate Communications Committee**  
**Wednesday, April 10, 2019, 9:00 – 11:00 am**  
**Byers Davidson Room, Saunders House**  
**2 Dale Avenue, Gloucester, MA**

**Attendance:** Fran Aliberte (Chair), Anne-Marie Anderson, Christine Armstrong, Jason Brisbois, Tracy Davis, Melanie Murray-Brown, Sarah Oaks, Michelle Williams, Library Director Deborah Kelsey, and Assistant Library Director Beth Pocock

**Not Present:** n/a

1. Call to order. This meeting is being recorded.
2. Welcome and introductions. Gabi Toth, new Technology Librarian could not join us today. She has two areas of responsibility: face-to-face technology and the website.
3. Approval of the Minutes for March 13, 2019. Approval of the minutes was moved, seconded, and approved.
4. Old Business
  - a. Website Usability Survey (TBD)
    - i. We are seeking feedback on what's working and what pages need to be added.
    - ii. New Technology Librarian, Gabi Toth will make these adjustments.
      1. She is getting some training In WordPress. Meanwhile she will fix some known gaps in content.
  - b. PR Updates - Tracy Davis
    - i. John Brennan's op-ed piece ran in the Gloucester Daily Times (GDT) in March and we also had a piece in the GDT on the preservation grant and a story about the additions to the staff. Good Morning Gloucester picked up the stories and posted them as well.
      1. We might follow up by highlighting existing staff and their good works in the community.
    - ii. Tracy worked on the Media Policy with Fran (see notes below).
    - iii. She is working on Art Week plans.
    - iv. She met with community partners to connect and brainstorm. The Committee is especially excited about prospects with Backyard Growers, Cape Ann Museum (CAM), and Gloucester Stage Company (GSC).

- v. The screening of *The Public*: the film was well-received. It's getting good response; we need to build on that. Discussion on how best to do that.
- c. Building Update – Fran
  - i. Home Gatherings: Fran and his wife Rebecca will host the first Home Gathering.
  - ii. The next meeting is on April 17th to talk about pricing and whether to renovate or rebuild. A decision is likely in May.
  - iii. Next meeting at West Parish. Date TBD
    - 1. We will make a building announcement, most likely in May. We would like to have it at West Parish to highlight the positive aspects of a new building and to draw in new and different people.
    - 2. Melanie will speak with Asst. Superintendent Gregg Bach about meeting at the school.
    - 3. We will reach out to school PTOs and Sean Nolan, the City Councilor for West Gloucester.
  - iv. We need to meet with the City Council before making a public announcement.
    - 1. Fran will talk to John Brennan about meeting first with the Planning Committee.

## 5. New Business

- a. Annual Report
  - i. Christine presented a draft of the Annual Report.
- b. Annual Meeting
  - i. The group discussed SFL swag to hand out to new patrons and decided on an SFL card holder that attaches to a cell phone.
- c. Update Civic Hub – Beth
  - i. Update Civic Hub: Beth submitted the grant proposal and was approved. The proposal was titled *Engaging Gloucester* and will focus on several topics: Immigration (with Wellspring House, Gloucester High School (GHS), and GSC), Public Trust & Journalism (with GHS and GDT), Rising Ocean (with the City Planning board & city councilors, specifically Val Gilman).
    - 1. In promoting the programs they will use the language "in the tradition of the Lyceum".
    - 2. They are working with 1623 Studios on everything.
- d. Sawyer Medal Updates (Possible Reception)
  - i. The group discussed having a reception for honorees and families. Possible areas of focus discussed include: featuring the oldest living recipient; featuring a previous winner who is a person of note and/or has been a contributor to community life; a photo essay of past recipients.

1. We will tie it in with the 400th celebration.
      - ii. Deborah will talk with Superintendent Safier.
    - e. Next possible events to promote:
      - i. Art Week
      - ii. August - TBD - Countdown to Kindergarten
    - f. Items not reasonably anticipated by the chair 48 hours in advance of the meeting. The listing of matters is those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items listed may, in fact, be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.
      - i. Media Policy: Fran and Tracy have drafted a policy stating that requests for interviews on the Corporate level must go through the Officers of the Board. Staff will review public comments with Deborah.
        1. The Committee reviewed and commented on the policy.
        2. It was approved by the Executive Committee and will go before the Board for approval and adoption on the 30th.
        3. Tracy will make the discussed updates and send it to the group for final approval. Please do not reply all, send responses only to Tracy.
6. 10:20 Adjourn. There being no further business the meeting was adjourned.
7. Next meeting: May 8, 2019 9:00 am

Respectfully submitted, Tracy Bowen

### **Motions Summary**

n/a

### **Actions Summary**

Melanie will speak with Asst. Superintendent Gregg Bach about holding a public meeting at West Parish school.

Fran will talk to John Brennan about meeting with the Planning Committee and with the City Council.

Deborah will talk with Superintendent Safier about the Library hosting an event in honor of the Sawyer Medal awards.

Tracy will update the Media Policy and send the revised policy to the group for final approval. Please do not reply all, send responses only to Tracy.