

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

Attendance: Fran Aliberte (Chair), Christine Armstrong, Jason Brisbois, Tracy Davis, Melanie Murray-Brown, Sarah Oaks, Assistant Library Director Beth Pocock

Not Present: Anne-Marie Anderson, Michelle Williams

1. Call to order.
2. Welcome and introductions. This meeting is being recorded.
3. Approval of the Minutes for September 11, 2019. Jason moved to approve the minutes as approved; Melanie seconded and the minutes were approved.
4. New Business
 - a. Sponsorship: Gloucester Stage
 - i. *Native Gardens* opened September 27th.
 - b. 2019 Annual Appeal Schedule
 - i. Christine has a first draft prepared. She presented a timeline to the group.
 - ii. Christine and Tracy will meet with the SFL Monthly Programming Committee to talk about promoting the annual appeal online; Kory Curcuru has offered to share social media tips with SFL staff.
 - iii. The group discussed options for promoting giving: a visual indicator of the amount received (e.g., a thermometer); a descriptive of what programs giving levels will support; tying a reminder in to Giving Tuesday; having Teen Room users create quick videos to promote SFL online.
 - c. Beech tree propagation: Linda Bosselman suggested having local kids take seeds from the tree and plant them in town. Fran spoke with Fred Cowan and the Building & Grounds Committee will help with this.
5. Updates
 - a. Update: Sawyer Metal Portrait Series
 - i. The Friends have not yet made a decision on funding this program.
 - b. Civic Hub upcoming programs:

- i. Photo Essay Exhibit (collaboration with Wellspring): Tracy is taking portrait photos. Photos and text should be complete by November 2nd. The group brainstormed possible dates for the opening event.
 - ii. Movie series: We are scheduling speakers who can address the theme of each movie. This is planned for the first three Wednesdays in November.
 - iii. Boston Globe is planning a story on the Civic Hub grant.
- c. Art Auction: It grossed about \$12,000.
- d. Library Strategies Feasibility Study / House Parties
 - i. Feasibility Study interviews will be conducted at the end of October. Fran will provide a synopsis of the results.
 - ii. We need to have a definitive message before we begin filming an outreach video. Beth will talk to Deborah Kelsey and John Brennan.

6. Next meeting: November 6, 2019 - 9:00 am

7. 9:55 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Christine and Tracy will meet with the SFL Monthly Programming Committee to talk about promoting the annual appeal online.

Fran will share a synopsis of the Feasibility Study results with the Committee.

Beth will talk to Deborah Kelsey and John Brennan about the goal for a "Day in the Life" video for the house parties.