

Corporate Communications Committee
Wednesday, February 12, 2020, 9:00 –10:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

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

Not Present: Christine Armstrong

1. Call to order. This meeting is being recorded.
2. Welcome and introductions.
 - a. Melanie moved to vote Fran in to the meeting. Sarah seconded and the motion was approved.
3. Approval of the minutes for January 15, 2020. Sarah moved to approve the minutes as presented. Melanie seconded and the motion was approved.
4. New Business
 - a. Annual Meeting: Scheduled for the third Monday in May
 - i. The Committee discussed opening the meeting with a video promoting the Foundation.
 - 1) What's needed: Decide on the objective; design the Foundation logo.
 - ii. Agenda ideas:
 - 1) A speaker who's set up a similar foundation;
 - 2) Kids singing; Kids reading poetry; Poetry Without Paper winners/nominees; words from Gloucester's Poet Laureat;
 - 3) Mini Fish-Tales with the Writer's Center;
 - 4) Showcase Civic Hub events/writing/people;
 - 5) People saying what libraries mean to them (scripted);
 - 6) Quick video mid-way to talk about the Foundation;
 - 7) Thank you to Deborah.
 - b. Video (see above)
 - c. 2020 Sponsorships - Tabled
5. Updates
 - a. Civic Hub – Beth Pocock
 - i. Journalism panel discussion: Thursday, April 9

- 1) We're getting a lot of survey responses, including from high school students.
 - 2) Slated: Bill McKibben and a second author with a novel about climate change.
 - 3) There are links to websites and bibliographies on the SFL website.
- ii. Climate Change:
 - 1) We will have a survey;
 - 2) A talk about the Antarctic;
 - 3) Kids programs.
 - iii. All City Read: mid-April through mid-September
 - 1) We will arrange for "simultaneous access" e-books that all participants can read at once.
 - 2) We need a catchy name for All City Read. Maybe we can sponsor a naming contest.
 - 3) Beth will reach out to our partners: Backyard Growers, Gloucester Education Foundation, Maritime Gloucester, NOAA, TownGreen 2025 (and, potentially Gloucester High School and O'Maley).
 - 4) Presentation with Patrick Flanagan and OLLIE is scheduled for May 23.
 - 5) We have reading lists for children and middle school
 - a) Will bring lists to GrowFest. Maybe have kids vote for their favorite books.
 - iv. New panels: Beth bought new display panels
- b. Library Strategies
 - i. Job Description and Search: The search for a Director is forming. The Capital Projects Committee (CPC) is working with Library Strategies to develop a job description. The CPC is looking for members for the search committee; Melanie volunteered.
 - c. Search for the Library Director:
 - i. Beth is on the search committee with John Brennan, Mern Sibley, James Pope, and Donna Leete (from City HR). We discussed possible ways to broaden the search process to include representatives from various backgrounds and ages, including: adding another person to the search committee; having a community advisory committee to the search committee; and/or a way for the community to submit questions to the applicants.
 - d. Foundation:
 - i. Board make-up is still a work in progress.
 - e. SFL is going fine-free as of a week from today. Tracy is working on publicizing this. Concern was expressed that it could affect the food

drive for Open Door; we can still hold an annual drive. We need an answer prepared to how we will recoup the lost income.

f. Renovations:

- i. Bathroom renovations: The existing bathrooms pose a safety issue positioned next to the Children's Library. The Building & Grounds Committee is moving forward with plans to install two unisex ADA-compliant bathrooms on the main floor near the elevator. The City Plumbing Inspector signed off on the plans. The library will remain open during construction.
- ii. Children's Library renovations are scheduled for the end of April. We are installing new shelving and carpeting. The room will be closed for two weeks during renovations.
- iii. The group discussed the need for talking points (especially for the staff) for these projects. Tracy is drafting something she will share with the Committee to review.

6. Next Meeting: Wednesday, March 19, 2020 at 9:00 AM

7. 10:10 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Decide on the objective for a video about the Foundation; design the Foundation logo.

Draft an answer to the anticipated question of how we will recoup the income lost by going fine-free.

Tracy will draft talking points about upcoming renovations to the Children's Library and the addition of bathrooms on the main floor. She will share the draft with the Committee to review.