



Corporate Communications Committee  
Wednesday, May 13, 2020, 9:00 –10:00 am  
Zoom Meeting

Join Zoom Meeting: <https://us02web.zoom.us/j/85613994040>

**Attendance:** Fran Aliberte (Chair), Christine Armstrong, Jason Brisbois (left at 10:10), Tracy Davis, Melanie Murray-Brown, Sarah Oaks, Michelle Williams, and Assistant Library Director Beth Pocock (joined at 9:35)

**Not Present:** n/a

1. 9:05 Call to order
2. Welcome and introductions
3. Approval of the minutes for March 11, 2020. Jason moved to approve the minutes as presented. Sarah seconded. Melanie abstained and the minutes were approved via roll call.
4. New Business
  - a. Action Plan - Fran Aliberte
    - i. Fran forwarded the SFL Board's newly drafted FY21 Action Plan to the group.
  - b. Annual Report - Christine Armstrong
    - i. Christine showed sample covers for discussion. She will rework the two top choices and share changes with the group.
    - ii. The Report will likely only be available online. Michelle suggested using the cover as a newspaper ad to alert people to find the report online.
  - c. 2020 Sponsorships - Fran Aliberte
    - i. Many public events have been canceled. We are waiting to get a full list.
  - d. Power of Play/ GEF - Christine Armstrong
    - i. They are having trouble getting art supplies for the program.

- e. Backyard Growers - Melanie Murray-Brown
  - i. BYG is honoring sponsors with various programs and events, most notably the upcoming salad kit going out to all second graders, and, in the fall, their Grow Down fundraiser. Tracy will work with Melanie on promoting these for SFL.
- f. Fiesta: Canceled for 2020

## 5. Updates

- a. Renovations - Fran
  - i. We hope to get bathroom and Children's Library renovations completed before those sections of the library are re-opened.
- b. Library Services/ Civic Hub - Beth
  - i. Continuing with book group (June through August)
    - 1) Beth is working with schools to purchase e-books for their use.
    - 2) Beth and Tracy will connect to talk details for promotion.
  - ii. Online presence:
    - 1) Website update: Beth thanked Christine for her help updating the website and adding online programs.
    - 2) Sarah complimented Beth for SFL social media programming during this shutdown.
    - 3) The group discussed finding a way to include Mayor Theken on our social media: doing an online reading (perhaps something related to Fiesta, e.g., Alice Gardner's); or posting a What's the Mayor Reading. Fran will talk to her.
    - 4) The group brainstormed doing a graduation shout-out. Maybe #yearbookpicture with postings from old yearbooks in SFL collection.
- c. Foundation Update
  - i. Job Description and Search
    - 1) Board formation: John Brennan's term on the SFL Board has expired; he has agreed to serve as the Foundation President. Other members include Glenn Alto, Karen Bell, Linzee Coolidge, Meredith Fine, Paul McGeary, and Barry Weiner. They are forming a steering committee.
    - 2) Search Committee: They have drafted a job description, but need a better understanding of the expected relation between Foundation Director and the Library Director.
  - ii. Logo and ID - Christine Armstrong
    - 1) Christine shared sample branding pieces for discussion. We will narrow down the options and Christine will test them out on letterhead, etc.
    - 2) Tracy will share the document she drafted about announcing the Foundation.

- d. SFL Board changes - Fran Aliberte
  - i. New officers: Mern Sibley (President), Fran Aliberte (VP), Anne-Marie Anderson (Secretary), Joe Grella (Treasurer).
  - ii. Melanie will be joining the Board as a Trustee.
- e. Building update -
  - i. We were #6 on the Mass. Board of Library Commissioner's (MBLC) list for funding but are quickly moving up the list as other libraries drop out due to funding issues. This potentially has urgent implications for our own fundraising. There is also a question of if the bond will be funded by the state given the current economic situation.
- f. Beech tree propagation -
  - i. Cuttings and seedlings will be prepared this summer with the hope of distributing them in the fall.
- g. SFL Director Search
  - i. Beth will share the Library Director job description with Fran.
  - ii. The search committee is accepting resumes until this Friday. They are narrowing down the list of applicants for interviews, hoping to conduct in-person final interviews. They will have the Mayor approve the final choice. They are hoping to announce the new person at the end of June.
  - iii. The group discussed possibly having the new Library Director help with the selection of the Foundation Director; this depends on how the timing plays out.
- h. Annual Fund: We met our goal of \$30,000.
- i. Re-opening - Beth Pocock
  - i. We will be offering curbside service and personalized book recommendations (mornings) and home delivery (afternoons).
  - ii. Some computers will be available for use in the Friend Room (afternoons) by appointment only.
  - iii. Returned items will be quarantined for a period of days before being returned to circulation.
  - iv. Tracy will draft a press release announcing the re-opening and details.
  - v. Security personnel will be on hand. SFL staff will work in shifts.
  - vi. We will post security rules in a prominent place. "This is how we are taking care of you:"

6. Next meeting: Wednesday, June 10<sup>th</sup> at 9:00 a.m.

7. 10:25 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

## **Motions Summary**

n/a

## **Actions Summary**

Christine showed sample covers for discussion. She will rework the two top choices for the Annual Report cover and share them with the group.

Tracy will work with Melanie on SFL promotion of Backyard Growers programs.

Beth and Tracy will connect to talk details for promotion of upcoming Civic Hub book groups.

Fran will talk to Mayor Theken about being featured in SFL social media.

We will narrow down options for Foundation branding and Christine will test them out on letterhead, etc.

Tracy will share the document she drafted about announcing the Foundation.

Beth will share the Library Director job description with Fran for use by the search committee.

Tracy will draft a press release announcing the re-opening and details.