

Corporate Communications Committee
Wednesday, June 6, 2018 at 10:00am
Byers-Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA 01930

In Attendance: Wendy, Fran, Christine, Beth, AK, Melanie, Jason, Paul

Meeting agenda

1. Call to order, welcome and introductions -Wendy 10:02
2. Approval of minutes for May 2, 2018
 - Approval with corrections moved by Fran, seconded by Jason. Ayes have it.
3. Old business
 - Website: NOBLE hosting. Will be going up this month. They haven't given me a date.
 - Signage: We have done the permitting process and twenty day opposing period. Now is time for formal paperwork. One application requires a plot plan (for the kiosks) and we're finding that. Moving ahead for signage on the building. Can go ahead and do the back. The kiosks will be down the road, so going ahead with the signs. Boston Sign wants a deposit of half to produce the materials, but Fred wants to make sure the size and all is correct. We will pay Boston sign to get the sign size etc. confirmed with the city. The No Smoking signs have not been designed.
 - Strategic Planning:
 - Other: Community Calendar
 - Had a storytime and table for Grow Fest.
 - Fiesta: 3"x10" banner can't have alcohol or political statements. \$500. We own the banner and have to produce it. Christine will design the banner.
 - Motion to approve funding for fiesta banner not to exceed \$300. Jason motions, Fran seconds. Ayes have it.
 - Melanie brings up that we could do an Ad in Gloucester stage playbill. Will look at this in January.
 - Cape Ann cinema wants sponsorship for outdoor cinema.
 - Add sidewalk bazaar and block parties to August. Can we get a tent with logo? Should be able to sign people up for library cards etc. Needed for event booth: Branded tablecloth, pop up sign of some sort, No tables for the block parties.
 - Christine can get table cloth done in the next couple of weeks. Tent will take longer. Need to sign up for sidewalk bazaar Beth will take care of it.
 - worth doing Horribles Parade for visibility. T shirts with logo--Christine will price check etc.

- Buying tables at rotary events...doesn't make sense to do this.
- Talk to Sarah about doing something for the schooner festival.

4. New Business

- Other

- Jason: how do we get and keep corporators more engaged? Maybe send out a monthly newsletter with updates, events, etc. Christine can design template.
- Punch lists for annual meeting, annual report, annual appeal. Beth: Kecia is working on this.
- Project Tracker: this can be done in google drive. Beth will meet with Kecia and Fran, Paul, and Christine in this.
- Need a cohesive and updated communication plan.
- Need to meet more than once a month when big things like Annual Meeting happen.
- Fran: exec committee meeting discussed thinking about a wall of appreciation for people who have donated a lot of time/service/goods/financials etc. Melanie: doing a digital screen is better because it's cheaper and easier to change. Criteria needs to be on agenda for board meeting.
- Board needs to talk about corporate sponsorships.

5. Adjourn -Melanie motions, Fran seconds. Ayes have it.

6. Next meeting: Wednesday, July 11, 2018 at 10:00am