

**Gloucester Lyceum and Sawyer Free Library**  
**Corporate Communications Committee**  
**September 12, 2018, 9:00 a.m.**  
**Byers/Davidson Room, Saunders House**  
**2 Dale Avenue, Gloucester, MA 01930**

**Attendance:** Fran Aliberte (via Skype – signed off at 10:03), Jason Brisbois, Melanie Murray-Brown, Wendy Quinones (Chair), Michelle Williams, Library Director Deborah Kelsey, and Christine Armstrong

**Not Present:** Sarah Oaks

Meeting agenda

1. 9:07 Call to order, welcome and introductions. This meeting is being recorded.
2. Approval of minutes of August 11, 2018. Tabled for the next meeting.
3. Old business
  - Exterior Signage: Installed on September 9<sup>th</sup>. Deborah reported that public feedback has been overwhelmingly positive. Christine suggests more handicapped signs; Building & Grounds has been working on this. Deborah and Christine will confer.
    - There is a sign kiosk proposed for the Dale Avenue side. We have the permit from the City but need the okay from the Historic District Commission. Christine will send Wendy a photo of the design.
  - Review of activities
    - Maritime Heritage Day, September 1<sup>st</sup>. This was our first event with the new booth. What did we learn? Take a picture of the booth! Gave out bookmarks and stickers. Opted against the Kindle raffle. Wendy created a relevant reading list using books found on NOBLE; we need to share that on the website. Christine will share the list with Deborah; titles on the list will be linked to the SFL catalog. We promoted Hoopla and did some library card sign-ups. Staff feedback was positive – felt it was successful.
    - Fish Box Derby, September 16<sup>th</sup>. Our \$100 sponsorship gets our name across five bales. We do not need to have another presence.
    - Lone Gull 10K, September 30<sup>th</sup>. We need booth volunteers – Wendy suggests reaching out to Friends and/or Corporators. Michelle will help Wendy compile a one-page reading list for distribution. Deborah cautions that anything we recommend should be available at SFL. Wendy will send the list to Christine at least one week before the event. Given the nature of the event the focus will be limited to handing out SFL merchandise and the reading list.
    - Rotary Trivia Night, October 1<sup>st</sup>. Discussion of best way to participate: register the Board for a table; provide resource for judging contested questions. Wendy

will present the idea of an SFL Board team for the event at the next meeting. Wendy will check the Rotary website for details on registering.

- Matz Art Auction, October 3<sup>rd</sup>: Christine created a color ad for the GDT. She arranged for a package of four ads in a one-month period: two ads about the auction and two promoting the upcoming annual appeal.
- Plein Air, week of October 7<sup>th</sup>. This is a week-long juried event with artists from around the country that draws a lot of people to town. A program is published and there is a gala. There was discussion of the best way to be involved. This year we will have the programs available at SFL (with our bookmark). Wendy will put together a reading list of fine art books and local art history. Next year we want to get a mention in the program with a suggested reading list and plan with Matz Gallery for a display of plein air art. There is a possible conflict with art auction (managed by the Friends). Would need to discuss with both groups.
  - There was a side discussion of using the Matz Gallery to promote the annual appeal. This discussion was tabled.
- Mayor's Halloween party, October 31<sup>st</sup>. Fran will talk to the Mayor about what's needed and how SFL can participate. Deborah suggests a story walk and a children's program. She will talk with Children's Library staff after we hear from the Mayor.
- Other events
  - Children's Library attends an after-school event for Back to School Nights at the elementary schools. They would like a child-friendly bookmark and poster to bring to the events and to be used at local pre-schools. Deborah will get details on dates and staff needs and share that information with Christine.

#### 4. New Business

- Planning Calendar: What should be on it? What's the best format? Google calendar with a formula for planning. Need to decide on CCC's purview and responsibility. Deborah suggests: To raise profile of the library in the community; staff promotes specific services.
  - Discussion on what/why/how. Wendy suggests narrowing down type of events for our focus. Melanie suggests we decide on our top targeted audience and focus on events that speak to that (e.g., local, families, etc). Michelle suggested it's okay to have different goals and different formats for different events. Deborah suggests working off the SFL strategic plan.

10:03 Fran signed off.

Having clear goals will help us decide on which events to join. Once the Board approves Strategic Plan Wendy will share it with the Committee for in-depth discussion at a future meeting.

- Other:
  - Statistics are ready for preparation of the Annual Report.
  - Deborah would like the Committee to help provide content for the monthly themed newsletter process.
  - Senior services would like a bag for the reading program – they would need 30 bags. We need to be able to insert an address. Christine will work on this.

Deborah pointed out that something similar could also be used for the summer reading program. We should have a supply of bags similar to those distributed at the Annual Meeting; these could double as welcome packets for new patrons. Wendy asked Deborah to put together a list of needs and resources for different populations.

- Pop-up banner? Melanie would like one for the final Gloucester Stage Company Page to Stage event for *The Agitators*. GSC will post something on their digital poster. Melanie will get specifics to Christine who will create the graphic.
- Annual Appeal: Wendy will work with John Brennan. Christine suggested interviewing him at the same time for the Annual Report. We will request address service and use the bulk mail indicia. Christine will handle the printing. Will use the PO Box for replies.
- Fundraising Committee – Boomerang donor software has been purchased. Mary-Kathryn Gray is working on compiling lists.

5. 10:25 Adjourn

6. Next meeting: October 10, 2018

Respectfully submitted, Tracy Bowen

### **Actions Summary**

#### **Wendy**

Michelle will help Wendy compile a one-page reading list for distribution at the Lone Gull 10K. Wendy will send the list to Christine at least one week before the event.

At the next Board meeting Wendy will present the idea of an SFL Board team for the Rotary Trivia night. She will check the Rotary website for details on registering.

Wendy will put together a reading list of fine art books and local art history for the upcoming Plein Air event.

Once the Board approves Strategic Plan Wendy will share it with the Committee for in-depth discussion at a future meeting.

#### **Deborah**

Christine and Deborah will confer on needed handicapped signs for the building.

Deborah will get details on dates and staff needs for Back to School Nights and share that information with Christine.

Deborah will to put together a list of needs and resources for different populations.

#### **Christine**

Christine and Deborah will confer on needed handicapped signs for the building.

Christine will send Wendy a photo of the exterior sign kiosk design.

Christine will share the Maritime Heritage Day reading list with Deborah; titles on the list will be linked to the SFL catalog.

Christine will work on getting bags for the homebound reading program.

**Other**

Michelle will help Wendy compile a one-page reading list for distribution at the Lone Gull 10K.

Fran will talk to the Mayor about what's needed for her annual Halloween party and how SFL can participate. Deborah will talk with Children's Library staff after we hear from the Mayor.

Melanie will get specifics to Christine who will create the graphic for the final Gloucester Stage Company Page to Stage event for *The Agitators*.