

Gloucester Lyceum & Sawyer Free Library
Corporate Communications Committee – Meeting Minutes
Tuesday, May 9, 2017

The Monthly meeting of the Corporate Communications Committee was held on Tuesday, May 9, 2017 at Sawyer Free Library.

In attendance: Wendy Quinones (Chair), Fran Aliberte, Christine Armstrong, Jason Brisbois, Deborah Kelsey, and Beth Pocock

Old Business:

- Annual Report
 - Deborah, Wendy, and Christine are working on it. The report will be based on Deborah's report to the City. Will include a list of staff who worked in FY16 and current staff. They will use bullet points for ease of reading.
 - Due to the date change of the annual meeting last year there was discussion of what dates to report on for finances. The Committee decided to include a note about the dates and the reason for the date range selected.
 - Christine brought drafts of the report to the meeting for review.
 - Christine wants all edits by Friday.
- Annual Appeal
 - This is a Board responsibility. Will not be a responsibility of any fundraising firm the Board decides to hire.
 - Needs to go out earlier than November; or be an on-going effort, not just annual.
 - Fran suggests a human-generated and signed letter vs. the computer-generated letter that went out in response to the most recent appeal.
- Event Planning
 - Three annual events: Annual meeting, a public meeting, and a staff/volunteer event.
 - We need a committee planning calendar to.
 - Wendy asked for opinions about details of committee responsibility (i.e., where do the responsibilities end: decorations, set up?).
 - Custodial staff can be asked to help with set up.
 - They can involve the Friends and volunteers and Corporators.
 - For the calendar:
 - Annual Meeting (moving forward) is the second Monday in May;
 - Staff/Volunteer event will be held in the winter;
 - A public open house will be on a Saturday in the fall.

Annual Meeting: Monday June 12th

- Corporators:
 - Deborah has a list of 440 names with as much contact info as they could find.
 - The Committee will send a letter inviting Corporators to the Annual Meeting; it will contain a reply card and envelope.
 - The reply card will ask four questions:
 - Do you wish to continue as a Corporator?
 - Do you plan to attend the Annual Meeting?
 - What has your past library involvement been?
 - Check boxes: Friend; Board member; Donor; Lyceum; Volunteer; Program presenter; Other
 - Would you like to serve in any future way?
 - Same questions will be asked in a Survey Monkey survey, with the link specified in the letter.
 - Will follow up with emails and phone calls for people who don't respond to the mailing.
 - The Committee will make a suggestion to the Board on the process of elimination of Corporators
 - There was discussion on whether/how to cull the list. Does size of the group really matter?
 - Names will be removed from the list for returned mail with no forwarding address.
 - People who don't respond to attempts to contact them and for whom we can find no Cape Ann contact information will be removed from the list.
 - Corporators are nominated by the Board and nominations are allowed from the floor at the Annual Meeting. We will encourage the Board to bring diversity to the group of Corporators – specifically offering names of younger people.
 - The mailing can be ready to go within the week.
 - We will include a link for Corporators on the website to include the Annual Report and last year's minutes.
- Annual Meeting
 - Check in and updating the list:
 - Divide list into alphabetically into four sections;
 - Have check-in tables at front and back entrances;
 - Board members will be at both places to help gather contact information.
 - Make an announcement reminding people to check in and update their contact information.
 - Name tags:
 - Beth would like to get lanyards for staff and name tags with the SFL logo.
 - Discussion ensued for best solutions for Board member and volunteer name tags. Christine will have name tags printed.
 - We will offer one or two branding gifts with the new logo at the meeting: e.g., stickers, pens, note pads, book bags.

- Christine will get pricing on bags, pens, notepads, and bumper stickers; Wendy is authorized to make the final decision on what will be offered at the meeting.
 - The bag will also be the welcome gift for new card-holders (~800/year).
- Corporate Sponsorship Policy
 - This was reviewed and revised by the Policy Committee.
 - Wendy suggested one more revision to go to the Policy Committee.
- Advertising
 - Wendy consulted with Michelle Williams, who mentioned the success of the hospitality industry and suggested we think about advertising with her own company's website as well as groups such as: North of Boston Visitors and Convention Bureau, Discover Gloucester, Chamber of Commerce summer guide, Gloucester Daily Times summer guide.
 - The Committee agreed to buy a \$450 ad in the GDT summer guide.
 - Fran moved to authorize Wendy to spend advertising money for logo advertising for gifts at the annual meeting and for local advertising up to \$3,000. Jason seconded and the motion was approved unanimously.
 - We will also design a self-published brochure to distribute locally.
 - Include "everything your library card does for you."
 - Also things you can do without a library card: free wi-fi, computer access, programs.
 - Separate out children's/family events and other options.
 - We will draw up an advertising calendar for focus and deadlines of various options.
- Library sponsorship of events (for suggestion to the Board)
 - Currently: We sponsor the Fishbox Derby and Lucille LePage's Stage Fort Park story-telling.
 - Suggestions for the future to bring the message "The Library's Everywhere": Horribles Parade, Schooner races, Fiesta.
 - Other options: advertising with Cape Ann Cinema.

Next meeting: June 19, 2017.

Respectfully submitted by Tracy Bowen

Motions Summary

Fran moved to authorize Wendy to spend advertising money for logo advertising for gifts at the annual meeting and for local advertising up to \$3,000. Jason seconded and the motion was approved unanimously.

Actions Summary

Get Annual Report updates to Christine by Friday, May 12.

Create a link for Corporators on the website to include the Annual Report and last year's minutes.

Christine will get name tags printed for the Annual Meeting.

Christine will get pricing on bags, pens, notepads, and bumper stickers; Wendy is authorized to make the final decision on what will be offered at the meeting.