

Gloucester Lyceum & Sawyer Free Library
Corporate Communications Committee – Meeting Minutes
Monday, June 19, 2017

The Monthly meeting of the Corporate Communications Committee was held on Monday June 19, 2017 at Sawyer Free Library.

In attendance: Wendy Quinones (Chair), Fran Aliberte, AnnaKatherine Amacker, Christine Armstrong, Jason Brisbois, Jen Holmgren, Beth Pocock, and Michelle Williams

Corporator List

- Outreach to the Annual Meeting
 - There were more responses to the mailing than to the email.
 - Mary-Kathryn has info on returned mailings, responses to mailing and email outreach. Beth and AnnaKatherine will get details from Mary-Kathryn and provide to Wendy so she can give a recommendation to the Board on how to proceed.
- Culling the list
 - There was discussion re: reaching out to people on the list who have not yet responded. Agreed to ask a handful of Corporators to make phone calls to ask if people still want to continue as Corporators and, if yes, to get current contact information.
 - Further discussion on what it means to be a Corporator; do we want to ask for a time commitment while trying to clean up the list or cull first and then expand the role? Ultimately decided to first cull the list and then talk about responsibilities.
 - Who will be culled:
 - People whose mailings were returned will be removed from the list;
 - Those with no Cape Ann address and no other connection to SFL.
- Proceeding
 - Wendy will connect with Mary-Kathryn in order to send an email to the Corporators looking for volunteers to make phone calls to get the info on the reply card.

Outreach

- As of July 1, Christine's contract is over and she is working on per diem basis.
- Christine pulled together a list of everything the Committee's worked so they could review the ideas and decide how to proceed.
 - Annual Appeal:
 - This needs to be more of a year-round project and will be the responsibility of the professional fundraiser who is to be hired.
 - Gloucester Conversations.
 - Were put on hold, but will be reinstated.
 - We recommend that City Councilors will attend meetings in their wards.

- Draft a press release to drop when the grant is announced. Celebrate the grant and mention Gloucester Conversations to be held starting in September.
- Portraits for Our City/Our Library are being scheduled.
 - Looking for Sawyer Medal winners – Jen is one! Christine needs a list of Sawyer Medalists.
 - Christine will work with Linda Bosselman for suggestions of people to spotlight.
 - Also want to include people who are typically unrepresented.

There being no further business the meeting was adjourned.

Next meeting: July 24, 2017.

Respectfully submitted by Tracy Bowen