


Gloucester Lyceum and Sawyer Free  
Corporate Communications Committee  
August 11, 2018 at 10 a.m.  
Byers/Davidson Room, Saunders House  
2 Dale Avenue, Gloucester, MA 01930

**Attendance:** Christine Armstrong, Jason Brisbois, Melanie Murray-Brown, Wendy Quinones (Chair), and Michelle Williams


**Not Present:** Fran Aliberte, Sarah Oaks

1. Call to order, welcome and introductions. This meeting is being recorded.
2. Approval of minutes from June 6, 2018 and July 11, 2018. Melanie moved to approve the minutes as presented. Jason seconded and the minutes were approved.
3. Old business
  - a. Review of outreach events:
    - i. Block parties: Discussion about whether this is a good outlet for SFL. We will not be at the next one, but will consider going to the next.
    - ii. Sidewalk Bazaar: Didn't have the necessary tech-savvy staff and/or volunteers to cover the event.
    - iii. Rotary comedy night. They also have Trivia Night and the Pancake Breakfast. There was discussion about the best venue for SFL. Trivia Night seems like the best fit. SFL could have a team and/or provide resource for trivia questions and/or verify answers for contested questions.
    - iv. Maritime Heritage Day: Scheduled for Saturday, September 1. We can cover it in shifts. Staffers need to be trained on the technology to sign people up for library cards. Discussion about signing people up for cards and about entering the drawing for the Kindle.
      1. Daisy Nell Collinson (Chair of the Schooner Festival Committee) suggested creating a display at the SFL for Schooner Festival. We might also create a list of maritime-themed books.
    - v. Fish Box Derby: \$100 sponsorship. SFL has done this yearly and will do so again this year.
    - vi. Other events:
      1. Sign up for a Library Card Day: discussion about the date.

2. Countdown to Kindergarten: August 22. Held at City Hall. Co-sponsored by the City, Cape Ann Museum, and SFL. SFL will not be there.
- b. SFL Merchandise:
  - i. I  SFL stickers/magnets are ready to be manufactured. They can be used at multiple events so we should buy in quantity. Discussion about the best format for these (magnet, sticker, decal). Christine will price out options. Jason moved to approve an expense of up to \$500 to create stickers and or magnets. The motion was seconded and carried unanimously.
  - ii. Bookmarks: Christine has been in conversation with Chris Dexter of Carroll Steele Insurance. The details fall under the larger issue of corporate sponsorships which is yet to be resolved. Instead we will go ahead and print our own; Christine had previously designed a bookmark with the new SFL branding. Jason moved to approve up to \$250 to print SFL bookmarks. Christine seconded and the motion was approved unanimously.
  - iii. Corporate Sponsorship opportunities: Bags, programs. Wendy suggests we coordinate corporate sponsorship of programs with the Friends.
4. Other:
  - a. Creating a video to be used at outreach events. Discussion about the
  - b. Exterior signage: Is ready to go. CCC paid for the actual signs; we need to clarify what committee will pay for the installation of the signs.
5. New Business
  - a. What should be on the planning calendar? Tabled for the next meeting.
  - b. Budget: Do signage expenses fall into FY18 or FY19 budget? Wendy will check with SFL Treasurer, Fred Cowan.
6. 10:50 Adjourn. There being no further business the meeting was adjourned.
7. Next meeting: September 5, 2018

Respectfully submitted, Tracy Bowen

### **Motions Summary**

Jason moved to approve an expense of up to \$500 to create I  SFL stickers and or magnets. The motion was seconded and carried unanimously.

Jason moved to approve up to \$250 to print SFL bookmarks. Christine seconded and the motion was approved unanimously.

### **Actions Summary**

Christine will price out options for I♥SFL stickers and magnets.

Wendy will check with SFL Treasurer, Fred Cowan about what fiscal year covers the exterior signage expense.