

Gloucester Lyceum & Sawyer Free Library
Corporate Communication Committee - Meeting Minutes
Wednesday, April 11, 2018

The monthly meeting of the Corporate Communications Committee was held on Wednesday, April 11th, 2018 in the Byers Davidson Room at the Sawyer Free Library.

In attendance: Wendy Quinones (Chair), Sarah Oaks, Jason Brisbois, Fran Aliberte, Michelle Williams, Melanie Brown, Kecia German, Deborah Kelsey, Christine Armstrong, Beth Pocock, and AnnaKatherine Amacker.

1. Call to order, Welcome, and Introductions - Wendy Quinones
2. Approval of minutes for November 1, 2017 and December 6, 2017.
 - a. Motion to approve by Fran Aliberte, seconded by Michelle Williams. Minutes were approved with no corrections.
3. Old Business
 - a. Annual Report
 - i. The mock up is still missing updated financial information, which Deborah Kelsey indicated is in the approval process with the Board of Trustees.
 - ii. The page for the Friends and Lyceum is incomplete and pending correct information. Beth Pocock will provide corrections.
 - iii. Corrections are needed to John Brennan's letter. His title is Chair, rather than President.
 - iv. The committee took up the issue of listing the length of service for Board of Trustees members. While the document is a reflection of last year and reflects that the library, like the City, follows a fiscal year model, this committee feels that it would be appropriate to list both last year's and this year's board in the Annual Report.
 - v. Corrections to staff titles are necessary, as are corrections to the volunteer list. Deborah Kelsey will provide these.
 - vi. The list of donors also needs corrections, which Deborah Kelsey will provide.
 - vii. Last year's cover line was "A year of accomplishment." This committee has decided on "A year of progress" for this year's Annual Report.
 - viii. The Report will have four different covers.
4. New Business
 - a. Annual Meeting - May 21st, 2018
 - i. The time has been changed to 6:00pm and the format abbreviated. While refreshments will be served at 5:00pm while the library is open, a cocktail hour (wine and beer) will be held after the meeting takes place. Speeches will have a minimum total time of fifteen minutes. The cocktail hour will involve an interactive Strategic Planning activity.

- ii. The postcard invitation will use the four different photographs from the Annual Report cover. The back will include the date and time with three bullet points. One notes that there will be refreshments. This committee has decided that the second bullet point will be a TinyURL linking to the documents pertaining to the Annual Meeting, and the third will be “Add your voice.”
 - iii. Corporator enamel pins: This committee has approved round pins for corporators.
 - iv. Swag bag: This committee has approved canvas bags filled with a branded water bottle, branded notebook, and colored pencils.
 - v. Nametags: Corporators will write their names on nametags at the door. Christine Armstrong will check on pricing for nametags for staff and the Board of Trustees.
 - vi. Corporator Brochure: A brochure about what it means to be a Corporator will be handed out at the Annual Meeting and available in the library at the desk. Corrections are required to the copy, narrowing the focus. At the meeting, the brochure will be given with the enamel pin. Photography can be changed after the meeting.
 - vii. The committee approved continuity of using a capital C for Corporators.
- b. Other
- i. External Signage: The Historic Commission must approve external signage for Dale Ave. Wendy Quinones will attend their next meeting, which is the same day as the next Board of Trustees meeting. We must also send Abutters Notices, which Deborah Kelsey will take care of.
 - ii. The committee will compile an Annual Calendar of Events within the community to anticipate opportunities for library visibility

5. Adjourn

6. Next meeting

- a. Wednesday, May 2, 2018.