**Gloucester Lyceum & Sawyer Free Library**

**Corporate Communications Committee--Meeting Minutes DRAFT**

**Wednesday, November 1, 2017 10:00 am**

The Monthly meeting of the Corporate Communications Committee was held on Wednesday, November 1, 2017 at Sawyer Free Library.

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

**Approval of Minutes**

* Oct. 3, 2017
  + Wendy motioned to approve the minutes pending corrections; Fran moved to accept the motion. All members voted affirmative with no negatives.

**1. Old business**:

* Marketing
  + Christine Armstrong went over the marketing plan for the next nine months.
    - The update letter/messaging, database update, and printing/fulfillment for the Annual Appeal will take place by Thanksgiving.
    - The corporate Facebook page has already been approved and will launch by the end of December/beginning of January.
    - The I Heart SFL online campaign and bumper stickers will launch in January/early February.
    - Additionally in January/February: media interviews, local papers online and offline, including an interview with John Brennan, who will also write a my view column in February.
    - The Annual Appeal process should start in March.
    - Gloucester Conversations and new outdoor signage will be done in April.May.
    - June begins the launch of the capital campaign.
    - Everything after January in the Marketing Plan can be rearranged if necessary.
  + Christine will present designs of signs at the next meeting. The committee suggests putting library kiosk signage on Middle Street side.
  + Hours signage for the doors can be a transparent cling.
* Community outreach
  + Deborah would like Beth to put a letter in the GDT outlining our Acceptable Behavior Policy. The committee does not think that this is necessary. There is not a positive way to do it, and it further solidifies the negative image that some people have of the library.
  + FAQs: it is the committee's strong feeling that updated FAQs should be given to staff and board.
    - Jason motioned that the FAQ be updated and distributed to the staff and board. Fran seconded. Members all voted "aye" with no "nays."

**2. New Business**

* Marketing budget
  + Annual Appeal: Specific committee approval for the fulfillment (stuffing envelopes), otherwise this would depend on volunteers.
  + Not to exceed budget of $3500 for Annual Appeal including: fulfillment, Christine's time for setting it up, database, etc..
  + The motion to approve was made by Jason, seconded by Fran. Approved with no "nays."
* Content production:
  + Includes survey questions to go on the Facebook page; the production of the roadshow, which would be a brief presentation (video and PowerPoint presentation) to take out to various places, including Gloucester Conversations; and reconfiguration and editing of the FAQ. This would be between now and the end of December.
  + Not to exceed budget of $4500.
  + The motion to approve was made by Fran, seconded by Jason. Approved with no "nays."
* Advertising:
  + This is for a quarter page ad in Discover Gloucester. This would be the same as last year's ad with an added bullet point about programming. Total including christine's layout time is $1275.
  + Not to exceed budget of $1275.
  + The motion to approve was made by Fran, seconded by Jason. Approved with no "nays."
* Office supplies:
  + This includes letterhead and envelopes, etc.
  + Not to exceed budget of $1500.
  + The motion to approve was made by Jason, seconded by Fran. Approved with no "nays."

**3. Discussion**

* Question for Fred and Mary Kathryn: should there be a single printing account or should printing be included in the various tasks that are going on?
  + Fran likes the single account, apportioned out by purchase order. This is a finance committee question.
* Wendy noted that this committee needs more members.
* Regarding the Annual Appeal, it is unclear whether a large number (around four thousand) of names can be removed from the list. Wendy will ask Mary Kathryn if they were integrated into her main list. Software is being purchased to make this easier for Mary Kathryn to track.
* Special Meeting: November 15 at 10:00 am.
* Next Meeting: December 6 at 10:00 am.

**4. Adjourned**