

Corporate Communications Committee
Wednesday, December 12, 2018, 9:00 - 11:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

Present: Fran Aliberte (Chair), Jason Brisbois, Melanie Murray-Brown, Sarah Oaks, Library Director Deborah Kelsey, Consultant Christine Armstrong and guests Anne-Marie Anderson and Simon Paddock

Not Present: Michelle Williams

1. Call to order
2. Welcome and introductions. This meeting is being recorded.
3. Approval of the minutes for November 14, 2018. Tabled for the next meeting.
4. Old business
 - Annual Appeal update
 - Signage to be installed December 13th.
5. New Business
 - Strategic Plan edits were completed. Will be posted on the library's website and be part of the packet for the Annual Meeting in May.
 - "Visioning" Session(s) planning for February 18th-22nd, School Vacation
Christine will reach out to the following organizations to partner:
 - Y – daytime programming with children in day care
 - Art Haven – possibly using the buoy model
 - High School – sketch up using CAD
 - Library – in evening to build your ideal library / your space
 - Discussed various ideas
 - Need for a PR professional
 - To toot our own horn
 - To set the message
 - The library needs to look intentional, honest, transparent
 - Use social media to boost message
 - Press release for the addition of security, security guard with favorite book to be posted on Instagram
 - Sawyer Medal recipients to be voted in as corporators
 - Possible events
 - February 14th – Valentine's Day - I♥SFL – serve hot chocolate

March 18th – Power of Play

March launch – June award ceremony – Poetry Without Paper

April 7th-13th – Volunteer Day with staff - National Volunteer and National Library Week

May 20th – Annual Meeting

August – Countdown to Kindergarten and Summer Family Event

September – Family Library Day – programming for all ages, library tours and library card drive

December 14th - Middle Street Walk

6. Adjourn

7. Next meeting: January 9, 2019 9:00 am

Respectfully submitted,

Deborah Kelsey

Motions Summary

n/a

Actions Summary

DK will provide CA with library's Facebook username and password.

CA will reach out to Y, Art Haven, and HS

DK will meet with staff to brainstorm programming to envision the library

CA will continue search for PR professional