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