

**Corporate Communications Committee**  
**Wednesday, March 13, 2019, 9:00 – 11:00 am**  
**Byers Davidson Room, Saunders House**  
**2 Dale Avenue, Gloucester, MA**

**Attendance:** Fran Aliberte (Chair, via Skype), Christine Armstrong, Jason Brisbois, Tracy Davis, Melanie Murray-Brown, and Library Assistant Director Beth Pocock

**Not Present:** Anne-Marie Anderson, Sarah Oaks

1. Call to order. This meeting is being recorded.
2. Welcome and introductions
3. Approval of the Minutes for December 12, 2018 and January 9, 2019. Melanie moved to approve the minutes as presented. Jason seconded and the minutes were approved.
4. Old Business
  - a. Annual Appeal Update. We've received about \$24,000, roughly the same as last year. More people responded this year than last, but there were 18 people who donated last year that have not yet donated this year. The cost to send this year's mailing was greater. We need to brainstorm other ways to make the appeal.
  - b. Website Usability Survey. Deborah has received complaints that the new website is difficult to navigate. Christine and Tracy will draft a survey to get feedback.
5. New Business
  - a. Public Plan Meeting. The meeting scheduled for March 20th has been postponed. The group brainstormed possible locations for future meetings, including West Parish School to show off a venue that was recently updated with a design by Dore & Whittier.
  - b. Annual Report and Annual Meeting.
    - i. Christine has started working on the report. She is waiting for the staff and volunteer lists and for financials. Fran will ask Joe Grella for the financial information. The report needs to be published 30 days in advance of the Annual Meeting on May 20<sup>th</sup>.
    - ii. Beth is presenting an award to two volunteers at this year's Annual Meeting. She and Christine will coordinate ordering the trophies, etc. Beth will share bios with Tracy.
  - c. PR update from Tracy
    - i. She gave a quick list of upcoming items including President John Brennan's letter to the GDT, the Preservation Grant award, new library staff, SafeGuard Blue.
    - ii. She will highlight something monthly and invited suggestions from the group. Melanie suggested including the Page to Stage collaboration with

Gloucester Stage Company; she will share information about the program with Tracy. There will likely also be a start to the school year update on programs and on increased security.

- 1) To announce the Preservation Grant Tracy has asked SFL staffer, Jackie, to find a fun tidbit from the historic records. We might work in language about “400 years of history” to work with the upcoming anniversary.
- iii. Fran is scheduled to appear on a Studio 1623 program in April to talk about SafeGuard Blue.
- d. Building Plan update:
  - i. Library Strategies’ Feasibility Study on raising funds to match the MBLC grant will be conducted in May.
  - ii. Pricing out of the building plans should be done in May or June.
  - iii. We hope to have a Director in place for the new fundraising Foundation in June.
  - iv. MBLC liked the draft plans for the proposed Monell renovation and addition.
- e. Next possible events to promote:
  - i. April - TBD - Poetry Without Paper Contest
  - ii. Art Week – Hands-on community events;
  - iii. August - TBD - Countdown to Kindergarten
  - iv. Civic Hub
  - v. The Sawyer Medal – The group brainstormed ways to tie in with the ceremony including, organizing a display of memorabilia from past recipients and organizing a reception for this year’s recipients and their families.
  - vi. Potential Sponsorships: The group brainstormed local events to sponsor including the Schooner Festival and the Empty Bowl fundraiser
  - vii. National Puppy Day, March 23<sup>rd</sup>. Potential collaboration with Cape Ann Animal Aid. There is a conflict on that date with North Shore Gamers Game Day, but we will keep it in mind for the future.
- f. Items not reasonably anticipated by the chair 48 hours in advance of the meeting
  - i. Beth reported on a grant proposal she’s written for a program funded federally and administered by MBLC that provides funds to local libraries to raise “the level of civic engagement and civil discourse”.
    - 1) She’s formed an advisory committee composed of Melanie, Maureen Elwood, Jen Holmgren, and Jan Klein. They’ve chosen four themes: Immigration, Civility in Government, Journalism and the Public Trust, and the Rising Ocean. They will create surveys and hold panel discussions.
    - 2) The events will run from October through April and will be staged in collaboration with several local groups. Studio 1623 has donated \$5,000 worth of coverage.
    - 3) Beth will ask to have someone from the Lyceum Committee serve on the advisory committee for the programs.
  - ii. Michelle recommended listening to a This American Life story about a library; [The Room of Requirement](#).

6. 10:00 Adjourn. There being no further business the meeting was adjourned.
7. Next meeting: April 10, 2019 9:00 am

Respectfully submitted, Tracy Bowen

**Actions Summary**

Christine and Tracy will draft a survey to get feedback on the new website.

Fran will ask Joe Grella for the financial information for the Annual Report.

Beth and Christine will coordinate ordering the trophies for volunteers to be recognized at the Annual Meeting. Beth will share their bios with Tracy.

Melanie will share information about Gloucester Stage Page to Stage collaboration Company's with Tracy

Beth will invite someone from the Lyceum Committee serve on the advisory committee for the programs being planned under the civil discourse grant.