

Corporate Communications Committee
Wednesday, May 8, 2019, 8:30 – 10:30 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

Attendance: Fran Aliberte (Chair), Anne-Marie Anderson, Jason Brisbois, Tracy Davis, Melanie Murray-Brown, Sarah Oaks, Michelle Williams, and Library Assistant Director Beth Pocock

Not Present: Christine Armstrong

1. Call to order
2. Welcome and introductions. This meeting is being recorded.
3. Approval of the Minutes for November 14, 2018 and April 10, 2019. Jason moved to approve the minutes as presented. The motion was seconded and the minutes approved.
4. Program update – Beth Pocock
 - a. Art Week had 270 participants. We had coverage in the Cape Ann Beacon, the Gloucester Daily Times, and the Manchester Cricket.
 - i. This was our first year participating and gives us a good baseline.
 - b. Arts Festival is this weekend. We are expecting similar coverage for this.
 - c. Beth is moderating Literary Cape Ann on Sunday. This was posted on Good Morning Gloucester.
 - d. Global Book Forum – our most popular book group with about 25 participants. The Forum has a new leader in Roger Davis.
 - e. Beth met with the guidance counselor at O’Maley who reports that kids are excited about what’s happening at the library. He has agreed to emcee the Harry and the Potters event. The group commented on the terrific new teen center library staff.
 - f. Affinity Groups meet for games and socializing. Cindi Williams has organized 106 programs in the past ten months.
 - g. Civic Hub Grant: Programs will start in the fall.
 - i. For September 21st Beth coordinated with the Gloucester High School (GHS) Assistant Principal and the soccer coach for a game between a GHS alumni team and a Wellspring team (the “International Library Away Team”) to play an exhibit game before the high school game. A bi-lingual DJ will call the game. After the game they will divide the field and invite people to come out and play with the players.
 - ii. Melanie mentioned a new book about empathy: maybe there’s a way to tie the book and its theme to the grant programs.

- h. Harry and the Potters: Scheduled for after hours on June 21st. The band plays original music based on the Harry Potter books. This could attract all ages; they have a following and this could get big. We will ramp up security staffing for the event.
5. New Business
- a. Budget update:
 - i. CCC FY20 budget is up to \$80,000.
 - ii. The City portion of the SFL budget has increased by 1.2%. This increase includes the NOBLE fee and one additional staff member.
 - iii. The Corporation pays for the security staff, the maintenance of the building and grounds, and more.
 - b. Summer programs and promotion – Tracy Davis
 - i. SFL Corporation Annual Meeting, May 20th
 - ii. Friends on-going books sale
 - iii. Poetry Without Paper
 - iv. Harry and the Potters
 - v. Winslow Homer event with Bill Cross; co-sponsored with Cape Ann Museum
 - vi. Coffee and Conversations with Wellspring
 - vii. Page2 Stage with Gloucester Stage Company and Cape Ann Museum. We will focus on the program about abolitionist Ben Butler.
 - c. Sponsorship of upcoming events
 - i. St. Peter's Fiesta
 - d. Scheduling next community meeting at West Parish
 - i. Melanie will reach out to Assistant Superintendent Gregg Bach to ask about availability for the fall.
 - e. Sawyer Medal
 - i. Reception Update: Deborah reached out to Superintendent Safier. The Committee consensus is to hold the reception where the medals are presented.
 - ii. Sawyer Medal Portrait Series for the 400th - Jason Grow
 - 1. Jason would like to meet with previous winners to talk about their experiences. He's drafting a proposal.
 - 2. Melanie will talk to Asst. Superintendent Bach about organizing a reception for past winners.
 - f. Annual Meeting
 - i. The postcard invitation has been mailed.
 - ii. Christine is preparing SFL give-aways for attendees.
 - iii. Annual Report
 - g. Building Update:
 - i. On May 15th the Library Building Committee will vote on whether to renovate or to build new.
 - ii. Immediately follow, the Trustees will vote on the Library Building Committee's recommendation.
 - h. Next possible events to promote:
 - i. August - TBD - Countdown to Kindergarten
 - ii. Update Civic Hub

iii. Sawyer Medal Award

6. Items not reasonably anticipated by the chair 48 hours in advance of the meeting. The listing of matters is those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items listed may, in fact, be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.
 - a. Building-Fundraising Committee: The Trustees have voted to combine the two committees following the Annual Meeting.
 - i. The Committee will be hosting a series of House Meetings to assess interest in the Library Building Plan.
7. 9:20 Adjourn. There being no further business the meeting was adjourned.
8. Next meeting: June 12, 2019 9:00 am

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Melanie will reach out to Greg Bach to ask about scheduling a public meeting at West Parish School in the fall. She will also talk to him about SFL hosting a reception for Sawyer Medal winners.