Corporate Communications Committee
Wednesday, June 12, 2019, 9:00 – 10:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

Attendance: Anne-Marie Anderson, Christine Armstrong, Jason Brisbois, Sarah Oaks, and Assistant Library Director Beth Pocock

Not Present: Fran Aliberte, Melanie Murray-Brown

1. Call to order

2. Welcome and introductions. This meeting is being recorded.

3. Approval of the Minutes for May 8, 2019. Tabled for the next meeting.

4. New Business
   a. Summer programs and promotion
      i. Harry and The Potters – Beth
         The concert is scheduled to be held outside in the parking lot. We
         have a special events permit and have informed the abutters. We are
         expecting a large crowd and will have extra security personnel on
         hand. The event has been well covered in the media.
   b. Sponsorship of upcoming events
      i. St Peter’s Fiesta: cash donation
      ii. Maritime Gloucester – Sarah
         We will participate in Maritime Heritage Day during the Schooner
         Festival.
      iii. Gloucester Stage
         Beth and Melanie are coordinating for Page2Stage. We might also
         take advantage of some of their advertising opportunities.
      iv. Bluefish Blow-Out – Christine
         Four-day event to benefit Alzheimer’s research.
      v. Riverfest – Anne-Marie
         A gig one-day event coordinated by The River radio station. They
         expect ~10,000 people to attend. Anne-Marie described the
         sponsorship categories; she will ask the organizers about non-profit
         rates.
      vi. Gloucester Block Parties – Christine
         Not sure if this is the right venue for us as people seem most
         interested in shopping. We will plan on staffing a table at one of the
         three events. This will be staffed by volunteers with SFL swag give-
         aways.
   vii. Others:
The group briefly discussed local scholarship ideas.

c. Building Microsite – Christine
   Plans are posted on the SFL website.
d. New Interior Wayfinding Signage – Beth, Christine
   Two needed for endcaps.
   One for the Friends of the Library book sales section.
e. Project Awareness House Parties (working title) – Christine
   Community meetings to discuss the building project.
f. Next possible events to promote:
   i. June  
      1) Coffee and Conversation (with Wellspring) – Gloucester Daily Times plans to do a story on this.
      2) Page2Stage
   ii. July
      1) Civic Hub
      2) Michael Tsougis (sp?)
      3) Cape Ann Museum & Art Haven collaborative event
      4) Manship Residency
   iii. August
      1) Countdown to Kindergarten

5. Updates
   a. Date for next community meeting at West Parish:
      Will be scheduled for the fall.
   b. Sawyer Metal Portrait Series for the 400th with Jason Grow – Archivist Jacklyn Linsky has put together a list of past winners. Jason is putting together a budget. The group brainstormed possible funding sources: Awesome Gloucester (Beth will reach out to them); Essex County Community Foundation; the Women’s Fund; past winners or “in honor of” donations.

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. The group discussed writing a piece for Discover Gloucester or for the Gloucester Daily Times describing what visitors can do at the library. For example, downloading e-books, or learning about local history.

7. Next meeting: July 10, 2019 9:00 am

8. Adjourn

Respectfully submitted, Tracy Bowen

Actions Summary
Anne-Marie will ask the organizers of Riverfest about non-profit sponsorship rates.

Beth will reach out to Awesome Gloucester about applying for a grant for the Sawyer Metal Portrait Series with Jason Grow.