

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 giveaways.
 - 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.