

Corporate Communications Committee
Wednesday, August 14, 2019, 9:00 – 10:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

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

Not Present: Anne-Marie Anderson

- 1) Call to order
- 2) Welcome and introductions. This meeting is being recorded.
- 3) Approval of the Minutes for May 8, 2019 and June 5th, 2019. Melanie moved to approve the minutes as presented. Jason seconded and the minutes were approved.
- 4) New Business
 - i) Programs and promotion
 - (1) We will have a table at Maritime Heritage Day on Saturday, August 31
 - ii) Sponsorship of upcoming events
 - (1) Gloucester Schooner Festival
 - (2) Gloucester Stage Company
 - (3) There was brief discussion about how sponsorships can bolster the work of the Capital Projects Committee (i.e., Feasibility Study and the House Parties).
 - iii) Other Opportunities
 - (1) Outdoor movie night on Monday, August 26
 - iv) Date for next community meeting at West Parish – TBD
 - (1) This will be scheduled for next year. Melanie will reach out to Principal Imel.
 - v) Update: Sawyer Metal Portrait Series for the 400th with Jason Grow – Melanie
 - (1) Melanie and Beth have met with Jason Grow and worked out a preliminary budget that Beth will present to the Friends with a request for funding. They've begun drafting a list of prospective participants. The Committee brainstormed other possible funding sources.

- vi) Building Microsite – Christine
 - (1) Christine is preparing a presentation for the Capital Projects Committee. Building-related fundraising efforts would be directed to this site.
 - vii) House Parties – Tracy Davis
 - (1) Tracy is working with Joe Taormina on the schedule, the agenda, and a take-away packet. The group brainstormed other ideas for generating interest, e.g., “A Day in the Life” video about the Library.
 - viii) Next possible events to promote:
 - (1) Update Civic Hub, aka Engage Gloucester
 - (a) Soccer Match, September 21. A match between GHS Soccer alum and members of the Wellspring ESL program.
 - (b) Future programs:
 - (i) Rising Oceans
 - (ii) Personal stories of newer immigrants, in collaboration with Wellspring
 - (iii) Cultural Gardens
 - (iv) Makers Fair or Craft Fair to showcase handiwork of local immigrants
 - (2) Sawyer Medal Award
 - ix) Art Auction: Scheduled for early October. Pieces will be hung in the Matz Gallery for the month of September.
 - (1) The Committee brainstormed ways to reach out to other artists. Sarah moved we draft an email the Auction committee can forward to local galleries soliciting work. The motion was seconded and approved. Rebecca Aliberte will draft the email.
- 5) Items not reasonably anticipated by the chair 48 hours in advance of the meeting
- a) Library Strategies Update – Fran Aliberte
 - i) They are working with the Capital Projects Committee to coordinate the Feasibility Study and the House Parties.
 - ii) They are helping with the formation of the Foundation that will be responsible for fundraising.
 - iii) They will help with the hiring of an Executive Director of the Foundation.
- 6) Next meeting: September 11, 2019 9:00 am
- 7) 10:10 Adjourn. There being no further business the meeting was adjourned.

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.

Respectfully submitted, Tracy Bowen

Motions Summary

Sarah moved we draft an email the Auction committee can forward to local galleries soliciting work. The motion was seconded and approved.

Actions Summary

Melanie will reach out to Principal Imel about holding a Community Meeting at West Parish School sometime next year.

Beth will present a budget for the Sawyer Medal winners showcase to the Friends with a request for funding.

Rebecca Aliberte will draft the email to solicit art for the upcoming Art Auction.