

Gloucester Lyceum and Sawyer Free Library
Capital Projects Committee
Thursday September 5, 5:00-6:30 pm
Location: Byers-Davidson room
2 Dale Avenue, Gloucester, MA 01930

Attendance: Anne-Marie Anderson (joined at 5:12), Paul McGeary, Simon Paddock (Chair), Joan Pohas, Joe Taormina, Library Director Deborah Kelsey, and visitor Ann Rhineland (member of the public)

Not Present: Fran Aliberte, Christine Armstrong, Fred Cowan

1. Call to order. Welcome and introductions. This meeting is being recorded.
2. Approval of minutes from August 21, 2019. Tabled for September.
3. Edit content and discuss format for House Meeting “take away” brochures. Review next steps for Feasibility Study.
 - a. The Committee discussed the pros and cons, and possible formats for, “A Day in the Life” campaign about SFL. We need to provide the objective and the keypoints of what we want included and let Tracy Davis and Christine Armstrong decide on the format; e.g., any publication should include the mission statement.
 - b. Ideas floated:
 - i. Preparing two versions: one for the Building Plan and another SFL program-specific document. These should be stand-alone pieces that also work as a package.
 - ii. Include numbers on people served, etc.
 - iii. Video of *A Day in the Life*. Deborah is meeting Eric Archer of 1623 Studios next week and can ask him about logistics of creating a video.
 - iv. Modifying publicity created by the Mass. Board of Library Commissioners (MBLC) on the grant and projects funded.
 - v. Talk about how SFL contributes to the community and why we need to make changes to the building.
 - vi. Create three pieces: A Day in the Life video; Library of Today and Tomorrow (what we want to do and how the public can help); Building for the Future. Stand alone but complement each other.
 - vii. Differentiate between printed material (positives) and background notes (the issues to be addressed).
 - viii. We need to have a focused meeting with Tracy and Christine to discuss the points to be covered.
 1. Deborah will draft a list of today’s talking points. Simon will talk with Fran about sharing the talking points with Tracy and Christine.

- c. Invitation letters for the Feasibility Study are going out next week with interviews to be scheduled at the end of October.
 - d. House Meetings: Will be social in nature with a simple bullet-point agenda and facts to back up the items.
4. Review agenda items for September 25th meeting
 5. Next Meeting: September 25, 2019 at 5:00pm
 6. 6:00 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Deborah is meeting Eric Archer of 1623 Studios next week and can ask him about logistics of creating a video.

Deborah will draft a list of today's talking points.

Simon will talk with Fran about sharing today's talking points with Tracy and Christine