

Corporate Communications Committee
Wednesday, September 11, 2019, 9:00 –10:00 am
Byers Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

Attendance: Fran Aliberte (via video conferencing), Christine Armstrong, Tracy Davis, Melanie Murray-Brown, Michelle Williams, and Assistant Library Director Beth Pocock

Not Present: Anne-Marie Anderson, Jason Brisbois, Sarah Oaks

1. Call to order.
2. Welcome and introductions. This meeting is being recorded.
3. Approval of the Minutes for August 14th, 2019. Melanie moved to approve the minutes as presented; Michelle seconded and the minutes were approved.
4. New Business
 - a. Programs and promotion
 - i. Fran thanked SFL staff for staffing the booth at Maritime Heritage Day. He suggested that Trustees could help out by taking two-three hour shifts at future events.
 - b. Date for next community meeting at West Parish - TBD
 - i. Melanie alerted the principal of West Parish School that the community meeting will be scheduled for next year.
 - c. Sponsorship: Gloucester Stage Company (GSC)
 - i. *Native Gardens*: GSC is sending a postcard to alert local patrons. Melanie suggested SFL Trustees and/or supporters attend the reception after the first performance on September 29th. We will draft a brochure re: Civic Hub immigration events as well as a suggested reading list for distribution at the reception.
 - d. 2019 Annual Appeal
 - i. The group decided to aim for sending it out in October or early November, before the push by other non-profits; we might send a follow-up reminder at year-end. The group decided not to include the Annual Report but to make it available on the website instead. We need to include specifics about people served, etc.
 1. Fran will talk with Simon Paddock and see if Library Strategies (LS) has a template for making presentations re: fundraising and the Building Plan.
5. Updates
 - a. Update: Sawyer Metal Portrait Series

- i. The Friends will likely not vote to fund our event commemorating past Sawyer Medal winners. We are researching other funding sources.
- b. Civic Hub
 - i. Panel discussion: Tonight at SFL, a panel discussion on income inequality. For future events we will have information available about the Building Plan and a format for gathering names and contact information for attendees.
 - ii. Soccer Game: We will update the flyer to acknowledge that Jalapeno's will be selling food. We will also try to get the flyer translated into Spanish. The group brainstormed the best way to distribute the flyers and get the word out about the game. Melanie will check with Asst. Superintendent Gregg Bach about getting them out in the schools; she will also share the information with the Special Olympics. Also suggested: Backyard Growers; Housing Authority; asking the Mayor to post it on her Facebook page
 - iii. Information on the Civic Hub grant and programs needs to be posted on the SFL website.
- c. Art Auction: October 2
 - i. Tracy is working on a press release. Beth is working with Gail Sarofeen of the Friends on sending out a postcard.

6. Next meeting: October 9, 2019 - 9:00 am

7. 10:00 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Fran will talk with Simon Paddock and see if Library Strategies (LS) has a template for making presentations re: fundraising and the Building Plan.

Melanie will check with Asst. Superintendent Gregg Bach about getting the soccer game flyers out in the schools; she will also share the information with the Special Olympics