Corporate Communications Committee  
Wednesday, November 13, 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, Sarah Oaks, and Assistant Library Director Beth Pocock  

**Not present:** Melanie Murray-Brown, Michelle Williams

1. Call to order

2. Welcome and introductions

3. Approval of the minutes for October 6, 2019. Jason moved to approve the minutes as presented; Sarah seconded and the minutes were approved.

4. New Business  
   a. Programs and Promotion for the Holidays:  
      i. Middle Street Walk, Saturday, December 14.

5. Updates  
   a. 2019 Annual Appeal  
      i. The letter has been mailed. The group discussed promotional plans, including starting a “#unselfie” campaign.
   b. Civic Hub  
      i. Nov 6th - 6:30 - 8:00 - A Cry for Justice  
      ii. Nov 13th - 6:30 - 8:00 - Why are so many coming? Tonight’s program has been cancelled because the speaker dropped out.  
      iii. Nov 14th - 6:30 - 8:00 - Portraits Of Immigration  
      iv. Nov 20th - 6:30 - 8:00 - Changing the Conversation & Moving Forward  
      v. Voices from the Margins: a Film and Conversation Series on Immigration?  
   c. Library Strategies - Feasibility Study  
      i. They conducted 29 interviews. Responses were generally positive, including interest in joining the Foundation Board. The Mayor has agreed to be the honorary Chair of fundraising.
   d. Foundation:  
      i. Once the Foundation is set up Library Strategies will help with the hiring of a Development Director.  
      ii. What is Corporate Communication’s role? This is a topic for future discussion.
   e. Beech Tree:  
      i. The commemorative plaque: The Committee will not arrange for media coverage of this.
      ii. Propagation: The Committee will cover this (“Beech Babies’’). Matthew Natti of Cape Ann Tree will help; the group brainstormed other people to call on.
6. Next meeting: Wednesday, December 11, 2019 at 9:00am

7. 9:50 Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen

**Motions Summary**

n/a

**Actions Summary**

n/a