

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