

Corporate Communications Committee
Wednesday, January 15, 2020, 9:00 –10:00 am
Byers-Davidson Room, Saunders House
2 Dale Avenue, Gloucester, MA

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

Not Present: n/a

1. Call to order
2. Welcome and introductions. This meeting is being recorded.
 - a. Melanie moved to vote Fran in to the meeting. Sarah seconded and the motion was approved.
3. Approval of the minutes for November 7, 2019. Jason moved to approve the minutes as presented. Michelle seconded and the minutes were approved.
4. New Business
 - a. Annual Report
 - i. Christine requested a budget for updated photos for next year's appeal.
 - ii. Christine asked people to share copies of annual reports they've seen and liked.
 - b. Video
 - i. Define audiences, objectives and timeline: We will discuss this with the Foundation Board as they will be responsible for fundraising. We need to hold off on this until we know better what we want to accomplish.
 - c. 2020 Sponsorships
 - i. Fiesta
 - ii. Schooner Festival
 - iii. Block Parties
 - iv. Power of Play
 - v. Grow Fest
 - vi. Please be thinking of other events
5. Updates
 - a. 2019 Annual Appeal – Fran Aliberte
 - i. We've raised about \$27,000 to date.
 - b. Civic Hub – Beth Pocock
 - i. Up next: Journalism and the Public Trust, April 9th panel discussion
 1. Beth will share the survey link

- 2. Beth and Tracy will discuss the format for the event; Beth has been in discussion with moderator, Jack Clarke.
 - ii. Climate Change: Several local organizations have agreed to collaborate on a project. Among the activities will be a discussion of Bill McKibben's book. He has agreed to participate and donate his time.
 - 1. The group brainstormed other organizations to invite.
 - iii. Many of the Civic Hub events could be annual events. We could use new display panels – lighter weight and easy to store.
- c. Library Strategies
 - i. Fran will forward the Feasibility Study summary to the group.
- d. Foundation:
 - i. Paperwork has been filed; the Foundation can use SFL's 501(c)3 status until approval from the state comes through; people have stepped up as place holders (Paul McGeary, Joan Pohas, Joe Grella) until Board members have been selected. Mayor Theken has agreed to serve as honorary co-Chair.
 - ii. Library Strategies is helping with the search for the Director.
 - iii. Barry Weiner has agreed to be the Co-Chair of the Foundation Board. The Capital Projects Committee continues to seek people to serve on the Board.
 - iv. The group brainstormed finding additional people to serve and defining roles of the co-Chairs. Tracy suggested we have a plan in place to present at the annual meeting.
 - 1. January: focus on Feasibility Study and looking for people to serve.
 - 2. May/Annual Meeting: announce the slate
 - v. Fran will talk to Simon and John about Foundation Board make-up and schedule a meeting with them and members of the CCC.
- e. Beech Tree: There are plans underway for a beech tree propagation program this spring. Once that is

6. Next meeting: Wednesday, February 12, 2020

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

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Christine asked people to share copies of annual reports they've seen and liked.

Please be thinking of other sponsorship opportunities.

Beth will share the link for the Journalism and the Public Trust survey.

Beth and Tracy will discuss the format for the upcoming Journalism and the Public Trust panel discussion.

Fran will forward the Feasibility Study summary to the group.

Fran will talk to Simon and John about Foundation Board make-up and schedule a meeting with them and members of the CCC.