



DISCOVER THE PAST, CREATE THE FUTURE

Corporate Communications Committee

Wednesday, July 8, 2020, 9:00 –10:00 am

Zoom Meeting: <https://us02web.zoom.us/j/85666964570>

Attendance: Fran Aliberte (Chair), Christine Armstrong, Tracy Davis, Melanie Murray-Brown, Sarah Oaks, Michelle Williams (left the meeting at 10:10), Library Director Jenny Benedict and Library Assistant Director Beth Pocock (left meeting at 9:50)

Not Present: Jason Brisbois

- 1) 9:00 Call to order
- 2) Welcome and introductions. Attendees introduced themselves to the new Library Director, Jenny Benedict.
- 3) Approval of the minutes for May 2020 (No June Meeting). Melanie moved to approve the minutes as presented. Sarah seconded and the minutes were approved via roll call.
- 4) New Business
 - a. Census Project: The group reviewed the proposed outreach materials. Christine will send Beth a PDF of some of the materials we're using; Beth needs these to report on the \$8,000 grant we received. Tracy thanked Christine for her work.
- 5) Updates
 - a. Reopening -
 - i. Jenny is reviewing the plan and will comment on it at the next Board meeting.
 - ii. Masks: We have designed a mask with the SFL logo and produced 250. We can make more if needed for people coming to the library when we reopen. Beth proposed a contest or a social media campaign to "put your best face

forward". The group brainstormed ideas; Jenny and Beth will continue the conversation offline.

- iii. Safety/Liability: we will prepare a statement re: materials handling, etc. Fran is looking into liability coverage and responsibility with our insurance company. The City is providing materials for posting; Tracy and Christine will modify these to include SFL branding.
- iv. Air circulation: The B&G Committee had an environmental engineering company conduct a survey of the HVAC system.
- b. Library Services – Beth Pocock
 - i. Pick up requests are booming with about 50 requests per day, including requests for children's books. People are expressing their gratitude for the service. We will try to get a video or written testimonial of a patron expressing their appreciation.
 - ii. We have created a Local-Use Only library card that is available via mail.
- c. Civic Hub: Beth is writing up her report on programs. Tracy and Beth are working on the Bill McKibben program with the hope of presenting this in September. Tracy noted that we had a good response to Cape Ann Reads; she sent details to the Mass. Board of Library Commissioners.
 - i. Ibram Kendi, who wrote How to be an Anti-Racist has moved to Boston to work at BU. Tracy will reach out to him to try to arrange a program.
- d. Foundation Update
 - i. Board Recruitment: They are still looking for directors. Please let Fran know if you know someone who might be interested. Tracy will prepare some talking points for Board recruitment. She will share Foundation docs with Jenny and share the Feasibility Study report with this committee.
 - ii. Director Search: They received ~70 applications. Library Strategies narrowed the field down to seven people to interview. The group expressed concerns about the process; Fran will present their concerns to Foundation President, John Brennan. Jenny offered to provide feedback on the job description and SFL's needs.
- e. Renovations: The B&G Committee is moving forward with renovations to the Children's Library and construction of bathrooms on the main floor. These are expected to be ready for the re-opening.
- f. Sponsorships: Events have been canceled due to Covid-19. With the exception of Backyard Growers' (BYG) GrowFest and Gloucester Education Foundation (GEF) we had not yet sent money

to any events. Both BYG and GEF used the funds to promote SFL's support.

- 6) New Business:
 - a. Melanie suggested hiring a grant writer. Jenny agreed it would be helpful for big grants, but less so for smaller service grants.
 - b. Tracy will share a list of local organizations with Jenny.
 - c. Introducing Jenny to the public: Tracy and Christine will plan a public meet-and-greet when that is feasible.
- 7) 10:15 Adjourn. There being no further business the meeting was adjourned.
- 8) Next CCC meeting is August 12th at 9:00 a.m.

Respectfully submitted, Tracy Bowen

Motions Summary

n/a

Actions Summary

Census Project: Christine will send Beth a PDF of the outreach materials.

Jenny and Beth will discuss a social media campaign about mask wearing.

Tracy and Christine will modify the City's Covid-19 materials to include SFL branding for posting at onsite.

Tracy will try to connect with Ibram Kendi, who wrote *How to be an Anti-Racist* to arrange a Civic Hub program.

Tracy will prepare some talking points for Foundation Board recruitment. She will share Foundation docs with Jenny and share the Feasibility Study report with this committee.

Jenny offered to provide feedback on the Foundation Director job description and SFL's needs.

Fran will present committee members' concerns about the Foundation Director search process to Foundation President, John Brennan.

Tracy will share a list of local organizations with Jenny.