



**DRAFT**  
**Community Engagement Committee Meeting**  
**Tuesday, January 12, 2021, 3:00 pm**

**MINUTES**

**MEMBERS PRESENT:** Jody Wood, Diane Culpepper, John Gyllin, Roger Pynn, Stella Siracuza, Jane Trnka, and Wayne Weinberg

**MEMBERS ABSENT:** Rick Walsh, Sharron Washington and Christopher Wilson

**STAFF PRESENT:** Pam Nabors, Lisa Burby, Kristine Concepcion, Lesley Harris, Cliff Marvin and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> <ul style="list-style-type: none"> <li>Ms. Wood, Committee Chair, called the meeting to order at 3:01 pm.</li> </ul>	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Approval of Minutes</b> <u>Approval of Minutes</u> Reviewed minutes from 8/31/20 Meeting (attachment).	<b>Ms. Trnka made a motion to approve the minutes from the 8/31/20 Community Engagement Committee meeting. Mr. Pynn seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> <li>Ms. Nabors, President/CEO, provided a status update on Sterling process.</li> <li>Reviewed “Help Is Here” campaign recap through 12/31/20 and roadmap of initiatives for 3<sup>rd</sup> and 4<sup>th</sup> quarters.</li> </ul> <u>Community Engagement Committee Charter – Annual Review</u> <ul style="list-style-type: none"> <li>Committee concurred Charter is ok as is for now. Will review metrics and set goals in Charter for next year.</li> </ul>	<i>Staff to review metrics/goals and provide recommendations at next meeting. Considerations: general knowledge survey to specific targeted audiences (1<sup>st</sup> bullet in Charter),</i>
6	<b>Insight</b> Revenue Diversity / Community Conversations: <ul style="list-style-type: none"> <li>Reviewed best ways to network in the business community to promote CSCF, as well as gain insights and support from businesses</li> </ul> Committee feedback: <ul style="list-style-type: none"> <li>– Tap into an existing infrastructure, key stakeholders and</li> </ul>	



	<p>businesses</p> <ul style="list-style-type: none"> <li>- Align efforts between Community Engagement, Career Services and Revenue Diversity committees.</li> <li>- Develop the “pitch”</li> <li>- Start with a pilot, then evaluate to determine next steps <ul style="list-style-type: none"> <li>o Ms. Siracuza offered to connect CSCF with her connections with the Hispanic Business Council in Osceola County to present information about CSCF.</li> </ul> </li> </ul>	<p><i>Staff to bring a proposed plan for FY 2021-2022 launch to next committee meeting.</i></p>
7	<p><b>Other Business</b> None offered.</p>	
8	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 4:28 p.m.</li> </ul>	

Respectfully submitted,  
Kaz Kasal  
Executive Coordinator