



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



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

Respectfully submitted,
Kaz Kasal
Executive Coordinator