



Revenue Diversity Ad Hoc Committee Meeting

**Wednesday, November 12, 2020
1:30 p.m.**

MINUTES

MEMBERS PRESENT: Eric Jackson, Mark Brewer, Glen Casel, and Richard Sweat

MEMBERS ABSENT: John Gill

STAFF PRESENT: Pam Nabors, Leo Alvarez, Mimi Coenen, Lisa Burby, Cliff Marvin and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome Mr. Jackson, Committee Chair, called meeting to order at 1:31 p.m.</p>	
2	<p>Roll Call / Establishment of Quorum Ms. Kasal, Executive Coordinator, reported a quorum present.</p>	
3	<p>Public Comment None offered.</p>	
4	<p>Action Item <u>Approval of Minutes</u></p> <ul style="list-style-type: none"> • Reviewed draft minutes from 8/12/20 Revenue Diversity Ad Hoc Committee Meeting (attachment). 	<p>A motion was made by Mr. Brewer and seconded by Mr. Sweat to approve the minutes from the 8/12/20 meeting. Motion passed unanimously.</p>
5	<p>Information <u>Year-To-Date Progress – Ticket To Work (attachment)</u></p> <ul style="list-style-type: none"> • Reviewed overall strategies and activities per each revenue bucket, as well as Ticket To Work results to date. • Reviewed and concurred with four key strategies, as presented, to help increase Ticket To Work revenue. <ul style="list-style-type: none"> ○ <u>Committee Feedback:</u> <ul style="list-style-type: none"> – Look internally to see where TTW program can be leveraged that would help generate more revenue – Build partnerships for mutual win vs. duplicating processes – Improve outreach to populations not well served 	<p><i>Staff to provide progress report on four key strategies at next meeting committee.</i></p>

	<p><u>Business Investment Plan Strategy (attachment)</u></p> <ul style="list-style-type: none"> • Reviewed formation of a CSCF Business Council (attachment). <ul style="list-style-type: none"> ○ <u>Committee provided following input:</u> <ul style="list-style-type: none"> – Initial roundtable discussions (no charge) to get traction and discover where to focus expertise and value proposition – Leverage Board Members’ support to ensure well attended – Consider thought leader, solutions-based model – Consider value proposition: youth, new emerging workforce <p><u>Career Passport</u></p> <ul style="list-style-type: none"> • Mr. Sweat presented on “Career Passport” project; an initiative, sponsored by Mr. Sweat, to develop a single portal and app linking students/job seekers, schools and employers. <ul style="list-style-type: none"> – Students provide their accomplishments and employers can review and more effectively recruit candidates. – Vast database would hold everything – This tech platform provides CSCF a very valuable tool to market • Reviewed tasks and timeline of phase one. 	<p><i>Staff to build out a Business Investment Plan Strategy and report back to the Committee.</i></p>
6	<p>Other Business None offered.</p>	
7	<p>Adjournment There being no other business, the meeting was adjourned at 3:02 p.m.</p>	

Respectfully submitted,

Kaz Kasal
Executive Coordinator