



**Community Engagement Committee Meeting
Thursday, November 13, 2025, 3:00 p.m.**

MINUTES

MEMBERS PRESENT: Lindsey LeWinter, Kristin Gray, Dennis Holste, Snak Nakagawa, Stella Siracuza, and Dan Ward

MEMBERS ABSENT: Gaby Ortigoni, Amy Santorelli, DeAnna Thomas, Eric Ushkowitz, Wayne Weinberg, and Kristin Williams

STAFF PRESENT: Geo Morales, Tadar Muhammad, Vince Bruno and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<p>Welcome</p> <ul style="list-style-type: none"> Ms. LeWinter, Community Engagement Committee Chair, called the meeting to order at 3:05 pm. 	
2	<p>Roll Call / Establishment of Quorum</p> <ul style="list-style-type: none"> Ms. Kasal reported quorum present. 	
3	<p>Public Comment</p> <ul style="list-style-type: none"> None offered. 	
4	<p>Approval of Minutes <u>Approval of Minutes</u></p> <ul style="list-style-type: none"> Reviewed minutes from 8/28/25 Meeting (attachment). 	<p>Mr. Nakagawa made a motion to approve the minutes from the 8/28/25 Community Engagement Committee meeting. Mr. Ward seconded; motion passed unanimously.</p>
5	<p>Information/Discussion <u>Government Affairs Update</u></p> <ul style="list-style-type: none"> Reviewed the following on government affairs: <ul style="list-style-type: none"> CSCF provided a presentation at the Board of Orange County Commissioners (BOCC) meeting on current activities with Level Up Orange. The presentation was well received and the BOCC is happy with the progress of this 4-year partnership between CSCF and Orange County. Gui Cunha, CSCF Board Member and Administrator, Office of Economic Development and Tourism of Seminole County, presented at Board of Seminole County Commissioners meeting on the activities with Public Sector Academy and Access to Career Pathways programs. Mr. Cunha commended CSCF for the success of these two programs, and the commissioners were pleased with the outcomes in its partnership with CSCF. CSCF will continue to work with the counties in its region for new and continued partnerships for funding programs that help impact the community with training and job attainment. 	

	<p><u>Website Refresh - Update</u></p> <ul style="list-style-type: none"> Reviewed three home page design concepts (attachments). <p>Committee feedback:</p> <ul style="list-style-type: none"> Majority of committee preferred Version 1: it is simple and clear, and there is an action for each area Include the “empowering” language in Version 2 to Version 1 Add success story videos throughout Use real people in pictures vs. cartoons – in Version 1 males seem strongly implied – keep a good balance with a variety of real people Version 1 – region served is towards bottom – move to top Be sure mobile version is easy to navigate – many people use cell phones <p><u>Strategic Communications Update</u></p> <ul style="list-style-type: none"> Reviewed story telling strategy via multimedia for Q2 and the success stories of the two featured CSCF participants. <p><u>CSCF 30th Anniversary</u></p> <ul style="list-style-type: none"> Discussed strategies to showcase CSCF’s 30th anniversary occurring next year. <p>Committee feedback:</p> <ul style="list-style-type: none"> Tie everything to the anniversary so highly visible – add special “30th Anniversary” logo to email signatures, website, pens, and any other low cost items Include a catchy phrase Think of leaders throughout the years that made an impact and had a good following. You can also connect through their networks Provide data on employment, training and economic impact – call out the impact numbers Show examples of how CSCF has been forward thinking and innovative – ahead of the curve. Show how CSCF drives the Central Florida economy Build a forecast of what’s to come Include words in theme: 30 years of building/creating a workforce and empowering talent Build awareness to the target audience Include success stories from longer ago and where they are today, also those staff who have been with us for a long time – they can pull stories from that past 	
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> Meeting was adjourned at 4:05 p.m. 	

Respectfully submitted,
Kaz Kasal
Executive Board Coordinator