



**DRAFT**  
**Community Engagement Committee Meeting**  
**Thursday, February 2, 2023, 3:00 pm**  
**MINUTES**

**MEMBERS PRESENT:** David Sprinkle, Gui Cunha, John Gyllin, Roger Pynn, DeAnna Thomas and Wayne Weinberg

**MEMBERS ABSENT:** Tanisha Nunn Gary, Renee Quintanilla, and Stella Siracuza

**STAFF PRESENT:** Emily Kruszewski, Mimi Coenen, Pam Nabors, Nilda Blanco, Angel Ramos, Lorri Shaban, Steven Nguyen, Fabia Diaz, Sheril Capleton and Kaz Kasal

**GUESTS PRESENT:** Jazmin Louis/First Step Staffing

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> <ul style="list-style-type: none"> <li>Mr. Sprinkle, Committee Chair, called the meeting to order at 3:02 pm.</li> </ul>	
2	<b>Roll Call / Establishment of Quorum</b> <ul style="list-style-type: none"> <li>Ms. Kasal reported quorum present.</li> </ul>	
3	<b>Public Comment</b> <ul style="list-style-type: none"> <li>None offered.</li> </ul>	
4	<b>Approval of Minutes</b> <ul style="list-style-type: none"> <li>Reviewed minutes from 8/24/22 Meeting (attachment).</li> </ul>	<b>Mr. Pynn made a motion to approve the minutes from the 8/24/22 Community Engagement Committee meeting. Mr. Weinberg seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Introductions</u> <ul style="list-style-type: none"> <li>Introductions were made between Ms. Kruszewski, Director of Strategic Communications and the Committee.</li> </ul> <u>Recap of Focus Areas and Priorities</u> <ul style="list-style-type: none"> <li>Reviewed CSCF Communications' outreach activities and impact during quarters 1 and 2 of this program year, as well as overall goals and priorities (attachment).</li> </ul> Customer Satisfaction Survey <ul style="list-style-type: none"> <li>Reviewed purpose and results of a customer satisfaction survey that was conducted in August 2022.</li> </ul> Committee input: <ul style="list-style-type: none"> <li>Increase customer engagement - include as a goal</li> <li>Include photo of staff in survey to help customer remember their experience</li> <li>Send out an automated survey day of service</li> <li>Connect with One Blood's marketing staff on how they survey</li> </ul>	<i>Staff to send summary report of the customer satisfaction survey results.</i>

	<ul style="list-style-type: none"> <li>Reviewed next steps and for next meeting: <ul style="list-style-type: none"> <li>Provide survey plan to include cadence and timeframes</li> <li>Address opportunities – i.e. focus groups</li> </ul> </li> </ul>	
7	<b>Other Business</b> <ul style="list-style-type: none"> <li>Ms. Nabors thanked the Committee for championing their CSCF ambassadorship roles within their own networks.</li> <li>Mr. Cunha relayed Seminole County's pending \$30,000 sponsorship for CSCF's Summer Youth Program, pending vote at its Board meeting on 2/28/23.</li> </ul>	
8	<b>Adjournment</b> <ul style="list-style-type: none"> <li>Meeting was adjourned at 3:53 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator