



DRAFT
Community Engagement Committee Meeting
Monday, May 11, 2020, 3:00 pm

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, John Gyllin, Sheri Olson, Roger Pynn, Jane Trnka, Rick Walsh, Sharron Washington and Wayne Weinberg

MEMBERS ABSENT: Christopher Wilson

STAFF PRESENT: Pam Nabors, Mimi Coenen, Lisa Burby, Cliff Marvin, Michelle Tincher and Kaz Kasal

GUESTS PRESENT: Mark Havard/Board Member; Sara Brady/Sara Brady Public Relations, Inc.

| Agenda Item | Topic | Action Item / Follow Up Item |
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| 1 | Welcome Ms. Wood, Committee Chair, called the meeting to order at 3:02 pm. | |
| 2 | Roll Call / Establishment of Quorum Ms. Kasal reported quorum present. | |
| 3 | Public Comment None offered. | |
| 4 | Action Items <u>Approval of Minutes</u> Reviewed minutes from 2/3/20 Meeting (attachment). | Mr. Pynn made a motion to approve the minutes from the 2/3/20 Community Engagement Committee meeting. Ms. Olson seconded; motion passed unanimously. |
| 5 | Information <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> • Reviewed timeline on CSCF’s prompt response to COVID-19 crisis and all communication activities initiated with media, career seekers and businesses. • Biggest challenge has been differentiating CSCF scope of work vs. DEO. • Reviewed CSCF’s phased reopening plans - strategic and safety planning underway to include partnering with stakeholders for space to accommodate high volume needing CSCF services. • Reviewed Strategic Communications FY 19-20 Budget vs. Actual. Expecting flat budget for FY 20-21. | |
| 6 | Insight <u>Crisis Communications – Proactive Approach (attachment)</u> <ul style="list-style-type: none"> • Ms. Brady, President, Sara Brady Public Relations, Inc. reviewed proactive strategies to effectively inform and engage media aimed at receiving fair, accurate and balanced reporting about CSCF’s efforts and scope of work. <p>Committee feedback:</p> <ul style="list-style-type: none"> – Include voices from users – testimonials, like Spotlight stories from career seekers and businesses presented at Board meetings. | <i>Staff to send Podcast link to Committee.</i> |



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| 7 | Adjournment <ul style="list-style-type: none">• Meeting was adjourned at 4:20 p.m. | |
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Respectfully submitted,
Kaz Kasal
Executive Coordinator