



**Community Engagement Committee Meeting
Monday, May 17, 2021, 3:00 pm**

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, Jane Trnka, Sharron Washington, Wayne Weinberg and Christopher Wilson

MEMBERS ABSENT: Kari Conley, John Gyllin, Roger Pynn, Stella Siracuza, and Rick Walsh

STAFF PRESENT: Pam Nabors, Lisa Burby, Nilda Blanco, Kristine Concepcion, Lesley Harris, Cliff Marvin, Carla Sosa 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 1/12/21 Meeting (attachment).	Ms. Trnka made a motion to approve the minutes from the 1/12/21 Community Engagement Committee meeting. Dr. Culpepper seconded; motion passed unanimously.
5	Information/Discussion <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> Reviewed: <ul style="list-style-type: none"> Summer Youth marketing campaign and sponsorship activities to date. Overall internal and external communications activities year-to-date. Reviewed Strategic Communications FY 2019-2020 budget vs. actual, expended all except \$50K which will be earmarked for customer satisfaction research. Expecting flat budget for FY 2021-2022. <u>Community Engagement Survey</u> <ul style="list-style-type: none"> Reviewed plans on development of community engagement survey to measure level of stakeholder involvement and knowledge of CSCF programs and services. Committee discussed survey questions, distribution options and strategies. 	

6	Insight <u>Legislative Updates</u> <ul style="list-style-type: none"> Reviewed legislative updates (attachment). Reviewed a draft sample “About Us” webpage that displays a more streamlined and easy way to understand on how CSCF’s operates. Committee feedback/ideas: <ul style="list-style-type: none"> – Could make it more engaging and visual; animation and infographics. – Highlight impact through transparent information – could include testimonials and/or effectiveness of CSCF’s stewardship of funds. 	
7	Other Business None offered.	
8	Adjournment <ul style="list-style-type: none"> Meeting was adjourned at 4:31 p.m. 	

Respectfully submitted,

Kaz Kasal
Executive Coordinator