



**DRAFT**

**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	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Ms. Wood, Committee Chair, called the meeting to order at 3:01 pm.</li> </ul>	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Approval of Minutes</b> <u>Approval of Minutes</u> Reviewed minutes from 1/12/21 Meeting (attachment).	<b>Ms. Trnka made a motion to approve the minutes from the 1/12/21 Community Engagement Committee meeting. Dr. Culpepper seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b> <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> <li>• Reviewed:               <ul style="list-style-type: none"> <li>– Summer Youth marketing campaign and sponsorship activities to date.</li> <li>– Overall internal and external communications activities year-to-date.</li> <li>– 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.</li> </ul> </li> </ul> <u>Community Engagement Survey</u> <ul style="list-style-type: none"> <li>• Reviewed plans on development of community engagement survey to measure level of stakeholder involvement and knowledge of CSCF programs and services.</li> <li>• Committee discussed survey questions, distribution options and strategies.</li> </ul>	

6	<p><b>Insight</b> <u>Legislative Updates</u></p> <ul style="list-style-type: none"> <li>• Reviewed legislative updates (attachment).</li> <li>• 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"> <li>– Could make it more engaging and visual; animation and infographics.</li> <li>– Highlight impact through transparent information – could include testimonials and/or effectiveness of CSCF’s stewardship of funds.</li> </ul> </li> </ul>	
7	<p><b>Other Business</b> None offered.</p>	
8	<p><b>Adjournment</b></p> <ul style="list-style-type: none"> <li>• Meeting was adjourned at 4:31 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator