



Revenue Diversity Ad Hoc Committee Meeting

**Tuesday, May 7, 2019
3:00 p.m.**

MINUTES

MEMBERS PRESENT: Eric Jackson, Mark Brewer, Harold Mills and Richard Sweat

MEMBERS ABSENT: Glen Casel, John Gill

STAFF PRESENT: Pam Nabors, Leo Alvarez, Lisa Burby Kristine Concepcion and Crystal Lee

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Jackson, Committee Chair, called meeting to order at 3:00 p.m.	
2	Roll Call / Establishment of Quorum Ms. Concepcion, Senior Manager of Corporate Communications, reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> <ul style="list-style-type: none"> • Reviewed minutes from 10/24/18 Revenue Diversity Ad Hoc Committee Meeting. 	A motion was made by Mr. Jackson and seconded by Mr. Sweat to approve the minutes from the 10/24/18 meeting. Motion passed unanimously.
5	Information <u>Revenue Diversity Update</u> <ul style="list-style-type: none"> • Reviewed TTW activities through third quarter (attachment). Due to learning curve with the program, as well as staff and systems challenges, Mr. Alvarez recommends keeping same target for next year. • Reviewed Summer Youth program budget and fund raising goals <ul style="list-style-type: none"> ○ Committee provided following input <ul style="list-style-type: none"> – Test to ensure enough ROI; define value proposition – scholarships vs. sponsorships – Target businesses, municipalities associations, chambers about the Summer Youth program – Need to start thinking about how this grows to year-around. – Target Board Members - leverage the Board with positive message for support 	



	<ul style="list-style-type: none">• Next steps: Committee requests CSCF put together story messaging via marketing piece and Committee to review within next 2-3 weeks.	
6	Other Business None offered.	
7	Adjournment There being no other business, the meeting was adjourned at 4:42 p.m.	

Respectfully submitted,

Kristine Concepcion
Senior Manager, Corporate Communications