



**DRAFT**  
**Community Engagement Committee Meeting**  
**Thursday, August 28, 2025, 3:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** Lindsey LeWinter, Dennis Holste, Gaby Ortigoni, Amy Santorelli, DeAnna Thomas, Dan Ward, Wayne Weinberg and Kristin Williams

**MEMBERS ABSENT:** Kristin Gray, Snak Nakagawa, Stella Siracuza, and Eric Ushkowitz

**STAFF PRESENT:** Geo Morales, Tadar Muhammad, Nilda Blanco, Steven Nguyen, Crystal Lee, Melanie Markes, Jamie Santos, Darya Farsinejad, Vince Bruno and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> <ul style="list-style-type: none"><li>Ms. LeWinter, new Community Engagement Committee Chair, called the meeting to order at 3:01 pm.</li><li>The Committee welcomed new committee member Mr. Holste, Economic Development Administrator, Orange County Government.</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> <u>Approval of Minutes</u> <ul style="list-style-type: none"><li>Reviewed minutes from 6/2/25 Meeting (attachment).</li></ul>	<b>Ms. Santorelli made a motion to approve the minutes from the 6/2/25 Community Engagement Committee meeting. Ms. Ortigoni seconded; motion passed unanimously.</b>
5	<b>Information/Discussion</b>  <u>Charter – Annual Review</u> <ul style="list-style-type: none"><li>Reviewed charter (attachment). Committee concurred on a non-substantive edit to remove last bullet under “Structure” that names the Committee’s staff liaison, as it is not necessary to include names in the charter.</li></ul> <u>Government Affairs Update</u> <ul style="list-style-type: none"><li>Ms. Blanco, Sr. Vice President of Strategic Initiatives, relayed the Department of Labor’s unveiling of a workforce development strategy to fuel “golden age” of the American economy, consisting of below five strategic pillars:<ol style="list-style-type: none"><li>Demand-Driven Strategies – expanding proven work-based learning models</li></ol></li></ul>	

2. Worker Mobility – bring more Americans into the labor force by connecting them to attain skills and credentials for in-demand jobs
3. Integrated Systems – unify access points to the system for workers and businesses
4. Accountability – connect measurable performance results that are successful to investments
5. Flexibility and Innovation – make sure workforce is prepared to adapt quickly to an AI-driven economy

Next legislation session kicks off in early fall.

#### Website Refresh - Update

- Reviewed a couple of design concepts for CSCF’s website home page, key updates, and timeline (attachments).

*Staff to send to Committee a side-by-side comparison of the design concepts, so it will be easier to assess and provide feedback.*

#### Strategic Communications

- Reviewed staff’s strategic focus and goals on the “storytelling” of CSCF’s success stories that will inspire, persuade and motivate (attachment).
  - Content will highlight youth, veterans, STEM, Level Up Orange, and Encore (ages 55+).
  - During the program year, eight multimedia success stories will be produced equating to two per quarter. Reviewed success stories on Mr. Graham and Ms. Blair for Quarter 1.
- Reviewed campaign activities for September’s “Workforce Development Month” (attachment). Staff, board, and committee members are encouraged to follow CSCF’s social media channels and actively reshare posts.

#### Customer Satisfaction and Business Survey

- CSCF’s Business Intelligence Team: Melanie Markes, Director of Business Intelligence, and Jamie Santos, Data Analyst, provided an overview on benchmarks established from career seeker satisfaction via surveys (attachment). Now there will be a focus to survey businesses on their satisfaction with CSCF.
- Reviewed questions, quantitative and qualitative, and some sample questions both open-ended and “1 to 10” scale (attachment).

*BI will provide an updated, redesigned survey for Committee to review.*

#### Committee feedback:

- Have a drop down for types of services received, and include “other” where they can input
- Include a question on what else could CSCF provide
- If responded, below 4 or above 8 (*or whatever is determined for threshold numbers*), have an open-ended question pop up that asks why they rated below 4 or above 8.

	<u>Signature Event Update on 9/16/25</u> <ul style="list-style-type: none"> <li>Ms. Farsinejad, Development Manager, provided an overview of the upcoming inaugural “Rise and Thrive” breakfast event occurring on Tuesday, 9/16/25 at the Winter Park Events Center (attachment).</li> </ul>	
6	<b>Other Business</b> None offered.	
7	<b>Adjournment</b> <ul style="list-style-type: none"> <li>Meeting was adjourned at 3:55 p.m.</li> </ul>	

Respectfully submitted,

Kaz Kasal  
Executive Board Coordinator