



DRAFT
Community Engagement Committee Meeting
Monday, August 31, 2020, 1:30 pm

MINUTES

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

MEMBERS ABSENT: Sharron Washington and Christopher Wilson

STAFF PRESENT: Pam Nabors, Lisa Burby, Kristine Concepcion, Cliff Marvin 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 1:31 pm. • Ms. Wood welcomed new member Ms. Stella Siracuza, CFO, Tomato Express, Inc. to the Committee 	
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 5/11/20 Meeting (attachment).	Ms. Trnka made a motion to approve the minutes from the 5/11/20 Community Engagement Committee meeting. Dr. Gyllin seconded; motion passed unanimously.
5	Information/Discussion <u>Strategic Communications Updates (attachment)</u> <ul style="list-style-type: none"> • Reviewed FY 19-20 Strategic Communication outcomes to include COVID-19 communication and the proactive outreach strategies taken to reach impacted individuals and businesses in the community. • FY 20-21 budget – overall: on target, came in slightly under budget. • Reviewed FY 20-21 roadmap for first six months • Reviewed “Help Is Here” campaign activities and strategies; landing page has been launched on CSCF website for Orange County residents to register. <u>Community Engagement Committee Charter – Annual Review</u> <ul style="list-style-type: none"> • Committee concurred to defer this to following meeting, forwarding any feedback to Ms. Kasal in the interim. 	
6	Insight <ul style="list-style-type: none"> • Reviewed CSCF niche customer vs. pandemic customer, and customer demographics. Also reviewed unemployed by race at the national level (attachment). • Ms. Wood encouraged the Committee to forward any outreach ideas to Ms. Burby. 	<i>Staff to disseminate CSCF materials to individual committee members to forward to their connections, especially in the business community to expand outreach.</i>



		<p><i>Ms. Burby to regroup with Ms. Siracuza to: 1) review CSCF website and 2) to provide support outreaching to Hispanic community in Osceola County.</i></p> <p><i>Mr. Marvin to connect with counsels of chambers and continue working with key community partners with Hispanic populations and other populations affected by the pandemic.</i></p>
7	<p>Other Business None offered.</p>	
8	<p>Adjournment</p> <ul style="list-style-type: none"> • Meeting was adjourned at 3:05 p.m. 	

Respectfully submitted,
 Kaz Kasal
 Executive Coordinator