



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

MINUTES

MEMBERS PRESENT: Jody Wood, Diane Culpepper, John Gyllin, Roger Pynn, Stella Siracuza, 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