



OUTREACH & ENGAGEMENT COMMITTEE MEETING MINUTES

Thursday, January 18, 2024

Committee Members in Attendance via Electronic Device: Easha Canada, Sheila Hummel, Justin Zartman

Committee Members Absent: Eva Bermudez Zimmerman, Adrienne Cochrane, Molly Weston Williamson

CT Paid Leave Staff in Attendance via Electronic Device: Nancy Barrow, Erin Choquette, Amber Forrest, Madeline Granato, Stephanie Oliveras, Jessica Vargas

1. Welcome & Call to Order-

Committee Member, Justin Zartman called the meeting to order at 9:05 a.m. CTPL Clerical Assistant, Stephanie Oliveras took attendance by Roll Call. There was no quorum. Mr. Zartman acknowledged members of the public.

2. Review & Approval of the November 16, 2023, Meeting Minutes-

This agenda item was omitted due to the lack of a quorum.

3. Outreach & Engagement Updates-

CTPL Chief Marketing & Communications Officer, Jessica Vargas, provided the Outreach & Engagement updates through a slide presentation which included:

- A new partnership with Hospital for Special Care
- Events & Presentations
- New Articles with La Tribuna in English, Spanish and Portuguese
- 2023 Digital highlights

CTPL Engagement Manager, Nancy Barrow, provided the CT Paid Leave Podcast updates through a slide presentation. Ms. Barrow provided a Podcast Recap for 2023 which included 24 podcast episodes. The Committee suggested CTPL continue to determine how many views each platform has.

4. Legislative Update-

CTPL Government and Community Relations Manager, Madeline Granato, provided the Legislative update through a slide presentation. Ms. Granato also presented an overview of the proposed Community Education Coordinator project which will be presented to the Board for approval in February.

5. Old Business-

None

6. New Business-

None

7. Adjournment-

The meeting ended at 9:34am.

Meeting Recording Here: <https://youtu.be/TxjDp7MGYmQ>

Agenda Attachments:

- Item 3 - Outreach & Engagement Update and Podcast Update
- Item 4- Legislative Update