



## OUTREACH & ENGAGEMENT COMMITTEE MEETING MINUTES

Thursday, April 18, 2024

**Committee Members in Attendance via Electronic Device:** Eva Bermudez Zimmerman, Sheila Hummel, Molly Weston Williamson

**Committee Members Absent:** Easha Canada, Adrienne Cochrane, Justin Zartman

**CT Paid Leave Staff in Attendance via Electronic Device:** Erin Choquette, Madeline Granato, Stephanie Oliveras, Jessica Vargas

### 1. Welcome & Call to Order-

Committee Chair, Molly Weston Williamson called the meeting to order at 9:00 a.m. Clerical Assistant, Stephanie Oliveras took attendance by Roll Call and confirmed the existence of a quorum. Ms. Williamson acknowledged members of the public.

### 2. Review & Approval of the March 21, 2024, Meeting Minutes-

Ms. Weston Williamson asked for a review and a motion to approve the March 21, 2024, meeting minutes. Sheila Hummel motioned, and Eva Bermudez Zimmerman seconded the motion. All were in favor. None abstained. None were opposed. The motion carried.

### 3. Outreach & Engagement Updates-

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

- Interview Series
- New Spring Outdoor Creative Billboards
- New Partnership Connections
- La Voz Spanish Ad
- Employers' Perspective Ad

Ms. Vargas provided the CT Paid Leave Podcast update. The podcast currently has 4444 downloads.

### 4. Legislative Update-

CTPL Government and Community Relations Manager, Madeline Granato provided the Legislative update. The Legislative session ends on May 8<sup>th</sup>. Senate Bill 222 was passed by the Labor Committee in March and is expected to be raised in the Senate. The Authority is working on ways to engage Legislators at events.

### 5. Old Business-

None



**6. New Business-**  
None

**7. Adjournment-**

Ms. Weston Williamson asked the Committee for a motion to adjourn. Sheila Hummel motioned, and Ms. Bermudez Zimmerman seconded that motion. All were in favor. None opposed. None abstained. The motion carried and the meeting adjourned at 9:16 a.m.

*Meeting Recording Here:* <https://youtu.be/CHJ7YsoMGX4>

**Agenda Attachments:**

- Item 3 – Outreach & Engagement Update