



OUTREACH & ENGAGEMENT COMMITTEE MEETING MINUTES

Thursday, May 16, 2024

Committee Members in Attendance via Electronic Device: Eva Bermudez Zimmerman, Adrienne Cochrane, Sheila Hummel, Molly Weston Williamson, Justin Zartman

Committee Members Absent: Easha Canada

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

1. Welcome & Call to Order-

Committee Chair, Molly Weston Williamson called the meeting to order at 9:04 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 April 18, 2024, Meeting Minutes-

Ms. Weston Williamson asked for a review and a motion to approve the April 18, 2024, meeting minutes. Sheila Hummel motioned, and Adrienne Cochrane seconded the motion. There were no further discussions. Justin Zartman 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:

- Google Analytics
- Facebook & LinkedIn Analytics
- Tik Tok Analytics
- WFSB Segment

Ms. Vargas provided the CT Paid Leave Podcast update. The podcast currently has 4,625 downloads.

4. Legislative Update-

Government and Community Relations Manager, Madeline Granato provided the Legislative update. The Legislative session ended on May 8th. Senate Bill 222 (now Public Act 24-5) was passed by bipartisan support which includes a definition of municipality. Authority staff is planning to host a webinar in June which will explain the changes in the law.

The RFP for the Community Education Coordinator Initiative position has been posted and will be open till mid-June. The Authority is at its final stage of hiring a Grants and Contract Specialist.



5. Old Business-
None

6. New Business-
None

7. Adjournment-
Ms. Weston Williamson asked the Committee for a motion to adjourn. Ms. Cochrane motioned, and Mr. Zartman seconded that motion. All were in favor. None opposed. None abstained. The motion carried and the meeting adjourned at 9:28 a.m.

Meeting Recording Here: <https://youtu.be/VxCzpJkzQX0>

Agenda Attachments:

- Item 3 - Outreach & Engagement Update