## **Community Engagement Committee Meeting**

## Knob Hill Group 1030 North Orange Ave., Suite 200, Orlando, FL 32801

Thursday, May 16, 2016 2:30 p.m.

## **MINUTES**

MEMBERS PRESENT: Kevin Shaughnessy, Diana Bolivar, Sheri Olson, Chuck Simikian, Rick Walsh,

Wayne Weinberg and Amy Wise

MEMBERS ABSENT: Steven Brooks, Robert Brown, John Davis, Roger Pynn, and Jody Sweet

STAFF PRESENT: Pam Nabors, Mimi Coenen, Tonya Elliott-Moore and Kaz Kasal

GUESTS PRESENT: Shelley Lauten/triSect

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Shaugnessy, called the meeting to order at 2:33 pm and welcomed those in attendance. Mr. Shaughnessy extended his appreciation for the good support being provided from staff especially Ms. Elliott-Moore.	
2	Roll Call / Establishment of Quorum  Ms. Kasal reported that there was a quorum present.	
3	Public Comment None Offered.	
4	Approval of Minutes  A. 2/29/15 Community Engagement Committee Meeting	Ms. Olson approved the minutes from the 2/29/16 Community Engagement Committee Meeting. Mr. Weinberg seconded; motion passed.
5	Information/Discussion/Action Items	
	A. Outreach Budget FY 16-17  Ms. Elliott-Moore provided a Powerpoint overview entitled "Community Engagement" (attachment) and reviewed the proposed outreach budget for FY 2016-2017 which includes a \$52K increase for outreach improvements and covers the following areas: web/digital based platforms, programmatic outreach and collateral & development outreach.	Mr. Walsh made a motion to recommend the proposed budget to Board. Mr. Shaughnessy seconded, with Ms. Bolivar abstaining; motion passed.
	Ms. Lauten stated that she has been discussing with staff a "cascade strategy" to identify community organizations that CSCF can strategically connect with and utilize as a distribution mechanism at no cost – i.e. a veteran organization refers their constituencies to CSCF to assist veterans with job searching and	

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	other veteran services. Ms. Nabors added	that this
	strategy would also occur on the business	side – i.e.
	via chambers	
	B. Review Metrics for CSCF Strategic Operation	ons Goal #1
	Ms. Coenen referred to the PowerPoint slice	
	"Metrics Around Operational Goal #1" and	
	the following areas staff are developing an	d
	implementing for business outreach:	
	<ul> <li>New business service team is focused</li> </ul>	l on
	increasing business engagement thro	ugh quality
	relationships by listening to businesse	
	their needs and providing meaningful	
	<ul> <li>UCF Re-Surveying in Fall 2016 to determine</li> </ul>	ermine
	impact.	
	C. <u>Discuss strategy around developing and in</u>	plementing .
	a program to convene business for outread	ch and
	education sessions next FY	
	Ms. Lauten stated that the consistent mes	sage heard
	from the five focus HGI groups was the nee	
		·
	with hiring, training and recruitment strate	
	being the "content provider" provides an e	
	to get our brand out there and help busine	
	connections/share best business practices	s at the
	same time. Ms. Coenen stated that in 201	4 staff
	worked with Valencia and convened staffir	g
	organizations together to discuss recruitme	
	and this can be repeated again.	
	and this can be repeated again.	
	The Committee also discussed opportuniti	es where
	CSCF can strategically connect with emplo	
	_ ,	
	provide content at workshops such as Sen	
	Leadership where CSCF can provide educa	
	outreach and connect to key businesses a	
	organizations. Ms. Lauten added that Boar	d
	performance measure includes Board outr	each to
	business community.	
	D. Community Engagement Committee Meeti	ngs –
	Proposed Dates	
	The Committee reviewed the suggested pr	onosed
	dates. Mr. Shaughnessy asked Ms. Kasal	
	out date/time options to the Committee fo	i uicii
6	Concurrence.	
6	Other Business	
	None offered.	
7	Adjournment	
	There being no other business, the meeting wa	s adjourned
	at 3:45 p.m.	
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Respectfully submitted,