

## Community Engagement Committee Meeting

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

Tuesday, September 26, 2017  
10:30 a.m.

### MINUTES

**MEMBERS PRESENT:** Jody Sweet, Sheri Olson, Roger Pynn, Wayne Weinberg and Rick Walsh

**MEMBERS ABSENT:** Robert Brown, John Davis, Mark Havard, Kevin Shaughnessy, and Chuck Simikian and Jane Trnka

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

**GUESTS PRESENT:** Denise Hall / Florida Department of Corrections; Sunny Virella / Microsoft

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Ms. Sweet called the meeting to order at 10:39 am and welcomed those in attendance.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported that there was not a quorum present.	
3	<b>Public Comment</b> Mr. Sunny Virella introduced himself and shared he was with Microsoft. Mr. Virella stated that Microsoft offers free education and training around employability skills, i.e. Microsoft Office, Windows and entrepreneurship and expressed a desire to partner with CSCF.  Ms. Denise Hall introduced herself as Employment Specialist with Florida Department of Corrections, which is partnered with CSCF.	
4	<b>Approval of Minutes</b> A. <u>5/22/17 Community Engagement Committee Meeting.</u> The Committee concurred to move minutes to the next Community Engagement Committee for approval, as a quorum was not present at today's meeting.	
5	<b>Information/Discussion/Action Items</b>	
	<u>Community Engagement Committee Charter</u> Ms. Elliott-Moore referred to the Governance Committee Charter (attachment) and stated that each committee reviews their respective charters on an annual basis, at the beginning of each fiscal year. The Community Engagement Committee concurred that there are no needed changes to the Charter at this time. However, in readiness for next year's review, the Committee asked staff to provide a	

report on what was accomplished with each responsibility on the Charter and gauge the success of the accomplishment. This will help keep the charter relevant and help the Committee determine if any modifications to the charter are necessary.

Review of Outreach Performance FY 16-17

Ms. Elliott-Moore provided an overview on outreach performance for FY 16-17 (attachment), reviewing results on social media, earned media, CSCF website traffic and events attended.

Mr. Elliott-Moore asked for the Committee's feedback on the challenge of creating a resonating value proposition - what is CSCF's overarching message?

The Committee recommended CSCF continue to keep connected/partnered and proactive with the chambers, economic development organizations, other like community organizations, educators and legislative reps.

The Committee asked how CSCF has supported those affected from Hurricane Irma. Ms. Coenen stated that Disaster Unemployment Assistance (DUA) is available for Florida businesses and residents whose employment or self-employment was lost or interrupted as a result of Hurricane Irma. Also, temporary jobs are available through a program called "Project Restore," to help non-profit organizations affected by Irma. To date, about 600 people have responded for these temp jobs. Ms. Elliott-Moore stated that a link regarding DUA and "Project Restore" is on CSCF's home page. Also direct emails were sent to active career candidates. Additionally, information was emailed to businesses on the Florida Bridge Loan Program, which is a program providing short-term loans to hurricane-affected small businesses.

The Committee recommended that CSCF, prior to hurricane season each year, should proactively provide information on the post-hurricane support, services and resources CSCF offers. This information should be disseminated through various media channels and especially radio - and again before and during the storm. Also during post-storm recovery, staff should publicize CSCF's success stories of the support provided to the community.

Ms. Sweet asked staff to think of ways CSCF could provide more support to families and friends of Puerto Rico affected by Hurricane Maria and those of whom may come to Central Florida.

	<p><u>Review of Board Retreat Strategies and Discussion</u>                  Ms. Coenen referred to the notes from the 4/26/17 Board Retreat as well as the updated Board Goals (attachments).</p> <p>The Committee concurred on importance of leveraging existing business partners as referrals and effectively linking to community partners – this will help to raise CSCF’s profile.</p> <p><u>Discuss a Public Facing dashboard that Articulates CSCF Value and Performance to the Central Florida Community</u></p> <p>Committee feedback:</p> <ul style="list-style-type: none"> <li>• Continue to promote key successes more intentionally and explicitly, and provide real data and story combinations to tell the story – be authentic. Narrow to elevator speech.</li> <li>• Keep at high altitude and keep strategic.</li> <li>• Streamline - Instead of 4 or 5 moves to a solution, how to do it in 1 or 2 moves?</li> <li>• Audit processes and streamline – that is the dashboard</li> <li>• Millennials –they are all about choices, which is how they interact with systems. For instance, to showcase to this generation group: here is CSCF, and what CSCF does, and here are your choices.</li> <li>• Need to show businesses CSCF’s value in meaningful, relevant and very succinct stories and data.</li> </ul> <p>Ms. Sweet asked staff to come back at the next meeting with thoughts how to show CSCF’s value in meaningful, relevant and succinct way.</p>	
6	<p><b>Other Business</b>                  None offered.</p>	
7	<p><b>Adjournment</b>                  There being no other business, the meeting was adjourned at 11:37 a.m.</p>	

Respectfully submitted,  
 Kaz Kasal