



## Community Engagement Committee Meeting

**CareerSource Central Florida  
390 North Orange Ave., Suite 700, Orlando, FL 32801**

**Tuesday, November 6, 2018, 2:30 pm**

### MINUTES

- MEMBERS PRESENT:** Jody Wood, Robert Brown, John Gyllin, Mark Havard, Sheri Olson, Roger Pynn, and Jane Trnka
- MEMBERS ABSENT:** Rick Walsh and Wayne Weinberg
- STAFF PRESENT:** Pam Nabors, Mimi Coenen, Lisa Burby, Kristine Concepcion, Anthony Adams and Kaz Kasal
- GUESTS PRESENT:** Luke Thomas, Felicia Solazzo / Edelman

| Agenda Item | Topic   | Action Item / Follow Up Item  |
|-------------|---|---|
| 1           | <b>Welcome</b><br>Ms. Wood called the meeting to order at 2:36 pm.  |   |
| 2           | <b>Roll Call / Establishment of Quorum</b><br>Ms. Kasal reported quorum present.  |   |
| 3           | <b>Public Comment</b><br>None offered.  |   |
| 4           | <b>Action Items</b><br><u>Approval of 9/17/18 Minutes</u><br>Reviewed minutes from 9/17/18 Meeting.   | <b>Mr. Pynn made a motion to approve the minutes from the 9/17/18 Community Engagement Committee meeting. Mr. Gyllin seconded; motion passed unanimously.</b> |
| 6           | <b>Insight</b><br><u>Edelman</u><br>Master Narrative – Project Results <ul style="list-style-type: none"> <li>• Mr. Thomas presented the project results on the Master Narrative (attachment).</li> </ul> Committee discussed and provided input to include: <ul style="list-style-type: none"> <li>➤ Messaging Architecture:               <ul style="list-style-type: none"> <li>– Rework top section – “provider” too passive a term</li> <li>– Make Proof Points more broad</li> </ul> </li> <li>➤ Tagline: rethink “Your”</li> <li>➤ Positioning Statement: replace “labor market” with “business intelligence”</li> <li>➤ Message Platform Pillars: take out the words “no cost” – possibly place at the end with asterisk</li> </ul> Committee concurred to meet in December to review refinements on the Master Narrative. Then test to business partners and career seekers to ensure messaging resonates. | <i>Ms. Kasal to survey / set-up Community Engagement meeting date prior to 12/13/18 Board Meeting.</i>  |



|   |   |  |
|---|---|--|
| 7 | <b>Adjournment</b> <ul style="list-style-type: none"><li>• Meeting was adjourned at 3:58 p.m.</li></ul> |  |
|---|---|--|

Respectfully submitted,  
Kaz Kasal