



Community Engagement Committee Meeting
Thursday, May 7, 2026, 3:00 p.m.

MINUTES

MEMBERS PRESENT: Lindsey LeWinter, Michele Daugherty, Kristin Gray, Stella Siracuza, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Dennis Holste, Gaby Ortigoni, Amy Santorelli, and DeAnna Thomas

STAFF PRESENT: Geo Morales, Crystal Lee, Vince Bruno and Kaz Kasal

GUEST PRESENT: Doug Stewart / Appleton Creative

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Ms. LeWinter, Community Engagement Committee Chair, called the meeting to order at 3:03 pm.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported quorum present.	
3	Public Comment None offered.	
4	Approval of Minutes <u>Approval of Minutes</u> Reviewed minutes from 1/29/26 Meeting (attachment).	Ms. Siracuza made a motion to approve the minutes from the 1/29/26 Community Engagement Committee meeting. Ms. Gray seconded; motion passed unanimously.
5	Information/Discussion <u>Website Refresh – Update</u> - Mr. Doug Stewart, Vice President of Strategic Marketing at Appleton Creative, provided a high-level overview of CSCF's website refresh, including the proposed structure and design. His presentation covered: - Website sitemap and page template structure - Consistent branding and design across all webpages - Use of keywords and phrases to improve search engine and AI visibility - A static main menu to support easier navigation <u>Committee Feedback:</u> - Reconsider the use of "launch" terminology - Website is user-friendly and easy to navigate	

	<u>30th Anniversary Planning</u> - Reviewed following (attachment): - Anniversary logo has been selected 12-month campaign duration - Fundraising goal of \$100,000 to support youth-focused programs - Overview of campaign objectives and strategies - Timing: 60-90 day lead-in: prepare staff and Board members to serve as advocates, including development of a Board toolkit - Kick-off begins at the 9/30/26 Rise & Thrive event - Mid-year: staff and board voice campaigns on CSCF's impact in community, storytelling and earned media pushes - Closeout: recognition, reflection and forward-looking for next 30 years. <u>Committee Feedback:</u> - Provide Board members with messaging for their social media channels - Encourage participation by placing reminders on Board calendars - Request quotes from all Board members and tag both the member and their company for resharing opportunities - Suggested quote prompt: "Why do I serve on this Board?" - Encourage Board members to engage with CSCF posts to help increase visibility through social media algorithms - Recognize Board members quarterly for their engagement efforts	
6	Other Business None offered.	
7	Adjournment Meeting was adjourned at 3:41 p.m.	

Respectfully submitted,
Kaz Kasal
Executive Board Coordinator