DRAFT
Community Engagement Committee Meeting
Tuesday, November 10, 2026, 3:00 p.m.

MINUTES

MEMBERS PRESENT: Lindsey LeWinter, Gaby Ortigoni, Indera Rampal-Harrod, Sachely Rosado, Stella Siracuza, Dan Ward, Wayne Weinberg and Kristin Williams

MEMBERS ABSENT: Dennis Holste and DeAnna Thomas

STAFF PRESENT: Geo Morales, Pam Nabors, Melanie Markes, Vince Bruno and Kaz Kasal

GUEST PRESENT: Mark Freid, Think Integrated

Agenda Item	Topic	**Action Item** / *Follow Up Item*
1	**Welcome** • Ms. LeWinter, Community Engagement Committee Chair, called the meeting to order at 3:03 p.m. • The Committee welcomed new committee member Ms. Sachely Rosado, Executive Director, Organizational Effectiveness & Culture, Human Resources, AdventHealth.	
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 8/25/26 Meeting (attachment).	**Mr. Ward made a motion to approve the minutes from the 8/25/26 Community Engagement Committee meeting. Ms. Williams seconded; motion passed unanimously.**
5	**Information/Discussion** <u>Boardable Demo</u> • Ms. Markes, Director of Business Intelligence, demonstrated Boardable, a centralized digital platform that provides Board Members with individual accounts to access meeting packets, goals, and assigned tasks. During the demonstration, Ms. Markes shared her screen and guided Board Members through the login process, navigation of the platform and accessing their information.	

30th Anniversary Campaign - Update

- Rise & Thrive event was a great success with 250 in attendance.
- Viewed Success Story video on Jonathan, a career seeker who relayed how CSCF inspired and connected him to EMT training, which resulted in working as a firefighter with the Lake County Fire Department.
  - This success story video will launch in January 2027. Success story and mission moment videos will also continue be launched out throughout the 12-month campaign.
- Reviewed 30th Anniversary Campaign's other activities as well as the social engagement metrics. CSCF is currently averaging a social engagement rate of 12.3%, which is 4 percentage points over goal of 8%. This rate is also more than 3 times industry average of 3 to 3.8% for paid boosted posts.
  Feedback:
  - Track the traffic spikes on website in tandem with social media posts.
  - Committee and full CSCF Board should follow CSCF to reshare, like, comment and repost. On LinkedIn, be sure you have "All" selected under Notifications ("Bell" icon). This will really help extend CSCF's reach.

Board Engagement Tools Presentation

- Mark Freid, Founder, Partner, and CEO of Think Integrated, facilitated a discussion to gather Committee's feedback on how to best support board members in communicating effectively and equipping them with the right tools and resources to serve as strong ambassadors for CSCF.

  Committee feedback from Mr. Freid's questions:

  - Who do we want our board to talk to?
    - ***Employers** (HR professionals, business owners, any in need for workforce support. *(*Employers that can provide career seekers with opportunities in growing, in-demand fields that offer higher earning potential and opportunities for advancement. CSCF's focus is to help individuals achieve greater financial stability while strengthening the local economy and promote community prosperity.)*
    - **Career Seekers and their families**
    - **Donors/Community Members**
  - What can board members do?
    - Know what the "triggers" words.
    - All board members should visit a career center to experience first-hand how CSCF staff work with businesses and career seekers.
    - Promote CSCF at events.
    - At a more intentional level, have board members provide presentations at chambers, rotaries, or other non-profit organizations that they are a member. Or invite CSCF staff to do the presentation. *(Staff could develop a framework, with strategies/goals to track this)*
    - Provide a presentation or have CSCF staff present.
    - Board members could access tools in the Boardable platform.

	➢ What would make it easier to do this? – Provide board/committee members with: o PowerPoints for presentations (Communications can support any to customize). o Templates for communications – i.e. email template, CSCF orientation video on all services offered o Specific contacts that they can provide to employers, career seekers to quickly connect to CSCF – This could be a reference sheet – i.e. "to post a job contact this person, for training opportunities contact this person, for job search assistance contact this person, etc." o A virtual business card with QR code that provides an overview of CSCF services, etc. – Staff can ask a board member to present, or be part of a CSCF activity. – Keep tools simple, clear and concise such a bulleted list on all the key things CSCF does but in a few words. This will help board members quickly and specifically connect to appropriate contact. **<u>Next Steps:</u>** • Based on today's feedback: – Staff to work on board engagement ambassador tools, for Committee's further review *(for next meeting)* – Staff to work on fine-tuning new board member orientation and incorporating board engagement ambassador tools *(3rd or 4th quarter)* • Community Engagement Charter – review and discuss proposed metrics *(for next meeting)* • Ms. Kasal to send out a poll for location of January's committee meeting.	
6	**Other Business** None offered.	
7	**Adjournment** • Meeting was adjourned at 4:15 p.m.	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator