



**Community Engagement Committee Meeting
Thursday, August 29, 2024, 3:00 pm**

MINUTES

MEMBERS PRESENT: David Sprinkle, Lindsey LeWinter, Gaby Ortigoni, Amy Santorelli, DeAnna Thomas, Eric Ushkowitz, Dan Ward, Wayne Weinberg and Kristan Williams

MEMBERS ABSENT: Gui Cunha, Kristin Gray, Snak Nakagawa and Stella Siracuza

STAFF PRESENT: Emily Kruszewski, Tadar Muhammad, Nilda Blanco, Gina Ronokarijo, Crystal Lee, Vince Bruno and Kaz Kasal

GUEST PRESENT: Ivan Gonzalez / Orlando Economic Partnership

Agenda Item	Topic	Action Item / Follow Up Item
e1	Welcome <ul style="list-style-type: none"> Mr. Sprinkle, Committee Chair, called the meeting to order at 2:31 pm. 	
2	Roll Call / Establishment of Quorum <ul style="list-style-type: none"> Ms. Kasal reported quorum present. 	
3	Public Comment <ul style="list-style-type: none"> None offered. 	
4	Approval of Minutes <u>Approval of Minutes</u> <ul style="list-style-type: none"> Reviewed minutes from 5/2/24 Meeting (attachment). 	Mr. Weinberg made a motion to approve the minutes from the 5/2/24 Community Engagement Committee meeting. Ms. Santorelli seconded; motion passed unanimously.
5	Information/Discussion <u>Introductions / What is Your Superpower</u> Each Committee Member relayed their personal superpower: <ul style="list-style-type: none"> Mr. Sprinkle: listening and simply sorting through the chaos to get to the heard of the matter. Ms. Ortigoni: connecting people, especially within the Hispanic community and creating memorable experiences and events. Mr. Weinberg: keeping his word, being challenged, raising money and building relationships. Ms. Santorelli: pulling the right people in place to solve problems. Mr. Ushkowitz: getting through the issues calmly and keeping others calm. Ms. Thomas: good communicator; moving forward in the mission with clear and direct communication <u>Charter – Annual Review</u> <ul style="list-style-type: none"> Reviewed Charter (attachment) and concurred no changes needed at this time. <u>PY 2023-2024 Year-End Recap</u>	

	<ul style="list-style-type: none"> Reviewed results for PY 23-24 on public relations, media activities, marketing outreach, social media, brand boosting and internal communications. Also reviewed the three areas of future focus: 1) growing brand awareness, 2) igniting employee engagement with the BOLD culture and 3) advancing a purpose-driven Communications team (attachment). <p><u>NSF (National Science Foundation) Update</u></p> <ul style="list-style-type: none"> Ms. Blanco, Senior VP of Strategic Initiatives, provided an overview of NSF’s award to Central Florida to grow the semiconductor industry and the ensuing robust partnerships that have formed between economic development, local government, training providers and CSCF. CSCF’s role as convener and collaborator of the workforce development piece will help to build a skilled workforce as part of the next-generation semiconductor technology innovation ecosystem. Ms. Kruszewski, VP of Strategic Communications, explained how CSCF’s communications strategy will begin to layer in NSF updates via various communication channels, and gradually build in more communication over the next several months to include strong story telling. <p><u>Website Refresh Timeline Overview</u></p> <ul style="list-style-type: none"> Appleton has been contracted to provide the website refresh. In this preliminary stage, the Committee discussed the importance of defining the website’s purposes and objectives. <ul style="list-style-type: none"> Homework: Audit Survey: the Committee will receive a survey in the coming weeks for their input and perspectives on the strategic development of the website <p><u>Success Story Naming</u></p> <ul style="list-style-type: none"> Committee concurred content is what matters most vs. name, but offered “feature” and “champion” as suggestions. <p><u>Youth Perception</u> Discussed communication strategies with the youth population and how to keep messaging simple as well as easy to understand and remember. Also, that the communication should be accessible to all youth in the community (storytelling, qualitative data, etc.)</p>	<p><i>Staff to send survey to Committee for their input in the strategic planning of the CSCF website.</i></p>
6	<p>Other Business None offered.</p>	
7	<p>Adjournment</p> <ul style="list-style-type: none"> Meeting was adjourned at 4:06 p.m. 	

Respectfully submitted,
Kaz Kasal, Executive Board Coordinator