

**Outreach and Engagement Committee  
Paid Family and Medical Leave Insurance Authority  
Thursday, February 18, 2021, 9 -10:30 am**

**Committee Members Present:** Eva Bermudez Zimmerman, Justin Zartman, Molly Weston Williamson

**Committee Members Absent:** Adrienne Cochrane, Glendowlyn Thames, Sal Luciano

**CT Paid Leave Authority Staff:** Amber Forrest, Andrea Comer, Jessica Vargas

**I. Welcome and Call to Order**

Committee Chair Molly Weston Williamson called the meeting to order at 9:06 am and confirmed the existence of a quorum.

**II. Approval of [January 21, 2020 Meeting Minutes](#)**

Molly Weston Williamson asked the committee to consider the adoption of the January 21, 2021 meeting minutes. Eva Bermudez Zimmerman motioned the adoption and Justin Zartman seconded that motion. The motion was adopted unanimously. There was no discussion.

**III. Outreach and Engagement Updates**

Jessica Vargas provided a presentation with updates on the number of outreach emails sent, the number of visitors to [ctpaidleave.org](http://ctpaidleave.org), and the geographic breakdown where the most visits originate from which are Hartford, Vernon, and Stamford. Social media outreach focus has been directed to LinkedIn which has acquired approximately 16153 visits.

Andrea Comer provided an update on the recent and upcoming webinars and radio advertisements. The Authority currently has approximately 65,000 registrants, partly due to a large third-party administrator registering their businesses, noting there a few more third-party administrators that have not yet registered their businesses therefore, we are anticipating a few more spikes in registration. The Authority has issued a survey which was distributed to 581 businesses which includes 302 Hispanic-owned businesses. The purpose of the survey is to gather more information on whether businesses are aware of the law, if they have registered, if they have begun withholding, and their media usage habits. We will use this data to refine the communications channels used moving forward.

**IV. Consulting Updates – Patty McQueen – External Communications**

Jessica Vargas reported on the strategy to target geographical areas in southwest Connecticut through digital ads such as google ads to reach businesses that have not yet registered.

**V. Old Business**

Molly Weston Williamson asked the committee if there is any old business to be discussed. There was no discussion.

**VI. New Business**

Molly Weston Williamson asked the committee if there is any new business to be discussed. There was no discussion.

**VII. Adjourn**

Molly Weston Williamson asked the committee for a motion to adjourn. Justin Zartman motioned and Eva Bermudez Zimmerman seconded that motion. The motion was adopted unanimously. There was no further discussion and the meeting adjourned 9:20 am.