

Outreach and Engagement Committee
Paid Family and Medical Leave Insurance Authority

Friday, November 6, 2020, 9–10:30 am

Present Committee Members	Absent Committee Members	Guests/Additional Attendees
Molly Weston Williamson (Chair) Adrienne Cochrane Eva Bermudez Zimmerman Glendowlyn Thames	Sal Luciano Justin Zartman	Andrea Barton Reeves (CTPL) Andréa Comer (CTPL) Amber Forrest (CTPL)

- I. Welcome and call to order: Chairperson Molly Weston Williamson called the meeting to order at 9:04 am. Amber Forrest took attendance roll call and confirmed the existence of a quorum.

- II. Approval of October 2, 2020 meeting minutes. Chairperson Molly Weston Williamson asked the committee to motion to approve the meeting minutes. Glendowlyn Thames motioned for the adoption and Eva Bermudez Zimmerman seconded. There was no discussion. The motion approved unanimously.

- III. Outreach and Engagement Step-back and Look Ahead: CTPL Chief of Staff Andréa Comer presented the outreach efforts to date, upcoming events and in development. In addition, she presented progress within the strategic outreach plan. Andrea Barton Reeves presented the employer tool kit and suggested language changes within the tools.

- IV. Personnel Changes: CTPL CEO Andrea Barton Reeves informed the committee that the agency has begun contracts with Patty McQueen for public media outreach. Patty McQueen will be partnering with our existing marketing partner, Miranda Creative. The agency will also be meeting with Laura Rey to coordinate further outreach options.
Andrea Comer reported updates on request for a Senior Marketing Director. The agency received 55 applications, DAS determined eligibility on 37 applicants. Interviews are scheduled for next week with 3 candidates.

- V. Old Business: None

- VI. New Business: None

- VII. Chairperson Molly Weston Williamson asked the committee to motion to adjourn. Eva Bermudez Zimmerman motioned, Adrienne Cochrane seconded. The meeting adjourned at 9:50 am

