

Outreach and Engagement Committee  
Paid Family and Medical Leave Insurance Authority

Friday, December 4, 2020, 9–10:30 am

Present Committee Members	Absent Committee Members	Guests/Additional Attendees
Molly Weston Williamson (Chair) Glendowlyn Thames Eva Bermudez Zimmerman	Adrienne Cochrane 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 9:06 am and confirmed the existence of a quorum.
  
- II. **Approval of October 2, 2020 meeting minutes:** Chairperson Molly Weston Williamson requested the minutes be revised to reflect the presence of committee member Justin Zartman. Molly Weston Williamson asked the committee to motion to approve Eva Bermudez Zimmerman motioned to approve, Glendowlyn Thames seconded.
  
- III. **Outreach and Engagement Updates:** CTPL Chief of Staff Andréa Comer presented an overview of the outreach efforts through email and communications to the agencies marketing partner. She also presented on site visits to date and as well as the current social media presence. Andrea Comer reported on the strategic overview including past webinars and upcoming events as well as current engagement in the community through radio, TV and print. In addition, Andrea presented progress within the strategic outreach plan and the current support of employers with effective registration as well as assisting employees with navigating the benefits process.
  
- IV. **Personnel Changes:** CTPL Chief of Staff, Andrea Comer reported that an offer has been made and accepted by a candidate for the role of the Senior Director of Marketing. That candidate is expected to begin in early January.
  
- V. **Old Business:** None
  
- VI. **New Business:** CTPL Chief of Staff Andrea Comer asked the committee to consider shifting the date of the Outreach and Engagement Committee meetings to the third week of every month. CTPL CEO Andrea Barton Reeves noted that the agency is asking all committees to shift dates to allow each committee more time to prepare to present materials to the Board of Directors.
  
- VII. **Adjournment:** Chairperson Molly Weston Williamson asked the committee to motion to adjourn. Glendowlyn Thames motioned, Eva Bermudez Zimmerman seconded. The meeting adjourned at 9:50 am.