

**Paid Family and Medical Leave Insurance Authority
Outreach and Engagement Committee**

Minutes

Friday, May 1, 2020, 9-11 am

Conference #: +18608402075 and conference ID 849971783#

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

Absent Committee Members: Adrienne Cochrane, Sal Luciano

Also Present: Andrea Barton Reeves, Kris Floyd, Erin Choquette
From Slalom Consulting: Jayson Kneen, Alex Langley, Reggie Nelson, Maura Rucker

1. Welcome and call to order:

Chairperson Molly Weston Williamson called the meeting to order at 9:02, taking attendance and confirming the existence of a quorum.

2. Approval of minutes from the April 3, 2020 committee meeting:

Chairperson Weston Williamson asked the Committee members to consider adopting the draft minutes from the April 3, 2020 Committee meeting. Eva Bermudez Zimmerman moved their adoption, seconded by Justin Zartman. The motion was adopted unanimously.

3. Introduction of Employer Contribution platform development partner and demo of capabilities to support website/online marketing support (Slalom/Salesforce)

CEO Andrea Barton Reeves explained that Slalom Consulting is the vendor that has been selected to build the employee contribution system, which will include building the Authority's website. The team from Slalom gave a Powerpoint presentation, including a demonstration of the proposed solution. (Ex. A) Chairperson Weston Williamson asked the Slalom team if they are planning to include third party payroll processors in their use cases and was assured that they

would be included.

4. Update on Marketing and request for quotes for the marketing statement of work

Kris Floyd advised the Committee members that she had sent the statement of work to 6 vendors on the Media, Marketing & Public Relations Services master contract and asked for quotes by May 8, 2020. One of the vendors has already responded that will not submit a quote for the work.

5. Update on Stakeholder outreach and review Communication Calendar

Ms. Floyd shared a copy of the Communication Calendar (Ex. B) and described the meetings and webinars planned for May and June. The committee members discussed the importance of using the outreach to both provide information to and solicit feedback from stakeholders and other interested parties and to empower stakeholders to engage in additional outreach, in order to multiply the impact.

6. Old Business

There was no old business.

7. New Business

There was no new business.

8. Adjournment

Chairperson Weston Williamson asked the Committee members to consider adjourning. Mr. Zartman moved to adjourn, seconded by Ms. Bermudez Zimmerman. The motion was adopted unanimously and the meeting adjourned at 9:57.