

**Outreach and Engagement Committee**  
**Paid Family and Medical Leave Insurance Authority**  
**Wednesday, August 19, 2020, 1 – 2:00 pm**

Present Committee Members	Absent Committee Members	Guest/Additional Attendees
Adrienne Cochrane Molly Weston Williamson Justin Zartman		Andrea Reeves (Leave Authority) Kris Floyd (Leave Authority) Brian Boyer (Leave Authority) Amber Forrest (Leave Authority)

**1. Welcome and call to order**

Chairperson Molly Weston Williamson called the meeting to order at 1:06 pm, taking attendance and confirming the existence of a quorum.

**2. Approval of the July 8, 2020 minutes**

Chairperson Molly Weston Williamson asked the Committee members to consider adopting the draft minutes from July 8, 2020 Committee meeting. Adrienne Cochrane moved their adoption, seconded by Justin Zartman. The motion was adopted unanimously.

**3. Outreach and Engagement Committee: Overview of Media Approach/Plan for Fall 2020**

Andrea Reeves presented the outreach effort updates, internal communications plans, notes on the next 30 days and next key milestones. Relative to internal communications, Molly Weston Williamson asked for clarification on how internal communications will be related to the public sector and labor unions. Andrea Reeves answered that the communication is not provided to these sectors to participate, rather to educate these sectors on the availability of the information and guard against misinformation or lack thereof. The Paid Leave Authority will develop webinars and training that address the concerns of the trade unions and their members.

Brian Boyer shared the electronic newsletter/longform communication for Employers, Employees, Self-employed and Legislators.

Kris Floyd provided updates to webinar build outs to include calendar updates where schedules will be added as well as feedback features.

4. **Old Business** - none
5. **New Business** - none
6. **Adjournment:**

A motion was called to adjourn the meeting by Molly Weston Williamson, motion to adjourn was approved by Adrienne Cochrane and seconded by Justin Zartman. The motion was approved by unanimous vote at 1:39 pm.