

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

**Meeting Minutes**

**April 3, 2020**

Attendees:

<b>Committee Members:</b>	<b>Public Attendees:</b>
Molly Weston Williamson (Chair), Adrienne Cochran, Sal Luciano, Fran Pastore, Glendowlyn Thames, Eva Bermudez Zimmerman, Justin Zartman	Michael Dunst, consultant; Kris Floyd, consultant
Department of Administrative Services Liaison	Erin Choquette

Call to order	9:02 am by Molly Weston Williamson, Committee Chair
Approval of the March 2020 minutes	Motion to approve the minutes was called, received, and committee approved.
Review of the draft scope of work for website and marketing proposals; timing and next steps	The draft scope of work for the marketing and website for PMFLIA was reviewed. The goal is to have a website ready by 7/1/2020. It will be dependent on securing a contract with a marketing/web partner as well as obtaining funding to support the work.  During April, the Authority will explore vendor partners and also concurrently begin to identify content that would be desired for a website. The group discussed that the July timing is aggressive, but agreed that the scope for marketing and the website were appropriate to proceed.
Review of stakeholder outreach list	The initial stakeholder outreach list was discussed. This list is our starting point for beginning to make outreach and host discussions with these stakeholders that need to learn and better understand PFML for CT. Several groups have already been asking Andrea to provide informational sessions.

	<p>The intent of the Authority right now is to proactively host webinars and begin the communication and awareness information sessions with key groups.</p> <p>The committee agreed that 2 additional groups should be added to the list: Small Business Development Council and the Women’s Business Development Council.</p> <p>As part of outreach, the approach will be to partner with these various outreach group to help communicate the objectives and address questions about PFMLIA.</p> <p>Fran Pastore has offered access to both a Zoom and FB streaming account to help with webinars/communication.</p>
Old Business / New Business	None.
Adjournment	Meeting adjourned by motion at 9:35 am.