

Outreach and Engagement Committee
Paid Family and Medical Leave Insurance Authority

Meeting Minutes

Friday, June 5, 2020, 9:00 to 10:30 a.m.

Via Microsoft Teams Meeting

860 840 2075; conference ID 907 443 900#

Present Committee Members	Absent Committee Members	Guest/Additional Attendees
Adrienne Cochrane Andrea Barton Reeves Glendowlyn Thames Molly Weston Williamson Justin Zartman Eva Bermudez Zimmerman	Sal Luciano	Maria Miranda (Miranda Creative) Jen Chapman (Miranda Creative) Gail Cohen (public attendee)

1. Call to order by Committee Chair Molly Weston Williamson at 9:09 a.m.
2. Chair Williamson called for motion to approve the minutes of the May, 1, 2020 committee meeting. Motion made by Chair Williamson, seconded by Committee Member Justin Zartman, vote called, motion carried, minutes approved.
3. Maria Miranda, the principal of Miranda Creative, provided a presentation of their education and outreach approach for the Authority. Her presentation included an overview of Miranda Creative's work, their philosophy in reaching wide audiences, examples of past work and their vision for their work with the Authority.
4. Consultant partner Kris Floyd reviewed with the committee a schedule of webinars and stakeholder outreach meetings for the summer and fall. She also shared the status of outreach interviews to date, including a map indicating where interviews have been held and which parts of the state the user experience team (Miranda Creative and Slalom), still need to reach. Committee members were asked for any suggestions regarding connecting with other stakeholder communities, especially sole proprietors, self-employed individuals, veterans and military families. Committee member Justin Zartman and Chair Williamson offered a number of suggestions, including engaging the

Department of Economic and Community Development (DECD), veterans advocacy organizations, shoreline school systems, large employers with a presence in along the shoreline and western and eastern most parts of the state.

5. Andrea Barton Reeves discussed the need to expand the Authority's outreach and education budget by \$100,000 to better reach all sectors and parts of the state.
6. Chair Williamson called for old or new business. None was raised.
7. Hearing no old or new business, Chair Williamson called for a motion for adjournment. A motion to adjourn was made by Committee Member Eva Bermudez Zimmerman and seconded by Committee member Glendowlyn Thames.

The meeting was adjourned at 9:48 a.m.