

**Outreach and Engagement Committee**  
**Thursday, September 16, 2021, 9 -10:30 am**

**Committee Members in Attendance via Electronic Device:** Eva Bermudez Zimmerman, Glendowlyn Thames, Molly Weston Williamson, Justin Zartman

**Committee Members Absent:** Adrienne Cochrane, Sal Luciano

**CTPL Members in Attendance via Electronic Device:** Nancy Barrow, Erin Choquette, Amber Forrest, Jessica Vargas

**I. Welcome and Call to Order**

Committee Chair, Molly Weston Williamson called the meeting to order at 9:03 AM and confirmed the existence of a quorum.

**II. Approval of meeting minutes**

Chair asked the committee for a review of the [July 15, 2021 meeting minutes](#) for adoption. Justin Zartman motioned, Eva Bermudez Zimmerman seconded the motion, none were opposed there were no abstentions, the motion carried.

**III. Outreach and Engagement Updates**

Jessica Vargas provided a Power Point Presentation to overview updated in outreach efforts and strategies.

The committee asked if there has been any discussion with Business One Stop through the CT.gov portal where small businesses can go to access the small business page.

The Authority will discuss integrating the new small business page on the business one stop page as they have done in the past with the registration portal

**IV. Update on HR Toolkit**

Jessica Vargas provided an update on the HR Toolkit and a preview of the infographics.

The Committee asked how the worker focused outreach is being approached.

The Authority will continue with the events scheduled which have provided an opportunity to make 1:1 connections with CT workers, also there is a planned media push in radio, printed publications, social media campaigns which will be in both Spanish and English, as well as the webinar series which is offering 10 different times and dates addressed specifically to workers, as well as to HR professionals and small business owners.

**V. Old Business- None**

**VI. New Business- None**

**VII. Adjourn**

Chair asked the committee for a motion to adjourn. Eva Bermudez Zimmerman motioned, and Justin Zartman seconded the motion. None were opposed, there were no abstentions, the motion carried, and the meeting adjourned at 9:23 AM

