STATE OF CONNECTICUT

SOCIAL EQUITY COUNCIL | Outreach Committee Minutes **(Draft)**

December 9, 2022

Meeting of the Outreach Committee

Location: Microsoft TEAMS

Committee Co-Chairs: Marilyn Alverio, Subira Gordon

**Members Present**: Corrie Betts (late arrival), Subira Gordon, Kevin Walton

**Members Absent:** Marilyn Alverio

**SEC Staff:** Kristina Diamond, Legislative & Communication Program Manager, Crystal Morris-Crenshaw, Administrative Assistant

Co-Chair Gordon called the meeting to order at 10:09 am.

Co-Chair Gordon did not have a quorum at the beginning of the meeting to approve the November meeting minutes. She welcomed Councilman Walton to the Committee. She gave a brief overview of the responsibilities of the committee. She also discussed community reinvestment and how the Outreach Committee may be involved. She also discussed ensuring resources being available within the cannabis industry. She discussed the draft outreach plan and asked if Councilman Walton had the opportunity to review the draft. Discussion ensued.

Co-Chair Gordon asked SEC staff, would it be possible to have a presentation from someone who oversees the outreach and marketing from other states with social equity programs. Kristina Diamond, Legislative & Communications Manager stated she would research Co-Chair Gordon’s request. Discussion ensued.

Councilman Betts had questions regarding the Reinvestment Fund. His concern is the clarity on the use of reinvestment funding within the community. Discussion ensued.

Co-chair Gordon asked for a report on social media and web design. Kristina Diamond gave an update. Discussion ensued.

Co-chair Gordon referred back to the second item on the agenda as they now had a quorum. She asked for a motion to approve the November 18th meeting minutes.

Motion made by Kevin Walton

Seconded by Subira Gordon

All in favor – All

Motion passed

November meeting minutes approved

Co-Chair Gordon stated she would like to re-visit the SEC outreach strategy at the next meeting. She stated it was important to have feedback from Co-chair Alverio as Co-chair Alverio has outreach and marketing experience. Discussion ensued.

Co-Chair Gordon wished everyone a safe, happy, and healthy holiday season.

Co-Chair Gordon ask for a motion to adjourn.

Motion made by Corrie Betts

Seconded by Kevin Walton

Meeting adjourned at 10:27am