STATE OF CONNECTICUT

SOCIAL EQUITY COUNCIL - Outreach & Marketing Committee Mtg. Minutes

April 20, 2022, rescheduled from April 8, 2022

Meeting of the Outreach & Marketing Committee

11 A.M. – 12 P.M.

This is a public meeting.

The Outreach Committee meets every 2nd Friday of each month at 10 A.M.

Location: Microsoft TEAMS

AGENDA

1. Call to order
2. Review of March Minutes
3. Presentation from Camelo Communications
4. Recommendations to the Full Council
5. Adjournment

Co-Chairs: Marilyn Alverio, Subira Gordon

Co-Chair Alverio – Called the meeting to Order

Members Present: Co-Chair Marilyn Alverio Co-Chair Subira Gordon, Corrie Betts, Andrea Comer

Members Absent: Ramon Arroyo

SEC Staff: Ginne-Rae Clay (SEC), Jennifer Edwards (SEC), Komla Matrevi (SEC)

Co-Chair Alverio – Reviewed the meeting agenda

Conversation Ensued

Co-Chair Alverio – Introduced the meeting agenda. Discussed the process the committee went thru to identify a marketing and PR agency.

Discussion

Co-Chair Alverio introduced Wilson Carmelo, e President and CEO of Camelo Communication.

Presentation to the Committee by Camelo Communication

Co-Chair Alverio – ask for a motion to present Camillo Communication to the full Council its May3rd meeting.

Member Betts - So moved

Co-Chair Subira Gordon – Second

Co-Chair Alverio – All those in Favor

All in favor, no one to oppose.

Conversation ensued

Co-Chair Alverio – requested a motion to approve the March minutes.

Co-Chair Gordon – So Moved

Member Betts -- Second

Co-Chair Alverio – All those in favor? Aye

Co-Chair Gordon & Betts – Aye

Conversation ensued

Co-Chair Alverio – Called for a motion to adjourn

Member Betts – So Move

Co-Chair Gordon – Second

Co-Chair Alverio –t All those in favor

Members Gordon & Betts – Aye

Co-Chair Alverio has a conflict, will not be able to meet on May 13th. Meeting will be rescheduled to Friday, May 20th

Co-Chair Alverio - Thank You

Co-Chair Alverio - Meeting is adjourned

Next Meeting 5/13/22