STATE OF CONNECTICUT

SOCIAL EQUITY COUNCIL | Outreach Committee Minutes

March 11, 2022

Meeting of the Outreach & Marketing Committee

Location: Microsoft TEAMS

Committee Co-Chairs: Marilyn Alverio, Subira Gordon

Members Present: A. Alverio, S. Gordon, C. Betts

Members Absent: R. Arroyo

Meeting Called to Order by Co-Chair Alverio @ 10:05AM

Review of January 14, 2022 Meeting Minutes

Co-Chair Alverio – Does anyone have any Comments/Questions? OK, Motion to approve minutes

Co-Chair Gordon: So, Moved

Corrie Betts: 2ND Motion to Approve January 14 Mtg. Minutes

**Review of Goals & Objectives & Outreach Marketing Strategy of the Outreach & Marketing Committee**

**OUTREACH STRATEGY**

Cochair Alverio: Update for today Co-Chair Subira Gordon and I helped Ginne-Rae put together SOW/RFP for Marketing & PR Agency. We invited 3 Agencies. Agency must have Bilingual & Bicultural staff that has experience in marketing to diverse communities. So, I am pleased to report that we have received the questions back from all 3 Agencies. No timeline as to when RFPs are expected back.

Cochair Subira Gordon: I knew we were very quick; I want to believe we said 7 to 10 days. I don’t have in front of me but it’s a relatively short turn around.

Co-Chair Alverio: Yes, it’s a very short turn around so today is March 11th. I hope that we’ll be interviewing or receiving those back by next week, interviewing the last week of March and hopefully we will be able to make a recommendation for the April Council meeting as to who we would like to go with and that will be done in coordination with Ginne-Rae. So that is the update there in terms of that next bullet on the agenda recommendations to the full council that is based on where we land with the marketing agency. Subira, you had sent a question.

Co-Chair Subira Gordon: Yeah, so it asked about seed funding which is an incredibly important piece of what we are doing, there’s 2 things that are incredibly important for the outreach piece of it is to be able to tell people about the resources that are available to them and about the process like the accelerator. The SEC requested the bonding, I think to the tune of $50,000,000.00, which will live within DECD, I believe that’s either happening in March or happened already, I’m not sure.

Co-Chair Subira Gordon: But it’s moving, and I think the lottery closes June 1st so I think we have a little bit of a window to ensure that we’re actually getting the information out. The one thing I don’t have enough clarity on is the accelerator and if Ginne-Rae is not on the call today, I think I want to follow up just to make sure that we’re, I don’t know if we need to do an RFP process similar to what we’re doing with the marketing firm to secure an organization that can do the accelerator. Because I think from my perspective, there’s many orgs that do small business development in the state, but I don’t think there’s any that’s or there’s many that’s uniquely situated to solve the problem, so I think that’s just the next big bucket that from the outreach perspective we want to make sure that we’re connecting individuals to. I’ve gotten several phone calls, emails, and messages on LinkedIn about the technical assistance and how we are making sure of that?

Corrie Betts: It is very important because their asking and I can’t even give them a clear answer, so I think it’s very important that we are handling those issues as soon as possible. So, when individuals call, they’ll know what that process is and what type of assistance is available for them.

Co-Chair Alverio: Great, ok so I ask not sure Jennifer or Sharon, if you all could help follow up on that point since it sounds to me like that’s the most critical next step for us/

Jennifer Edwards: OK, no problem

Co-Chair Alverio: So, could we is there any way that we can get a response or reply to this, no later than this coming Monday?

Jennifer Edwards: I’ll try, I’ll talk to Genne-Rae and see if we can get a response.

Conversation ensued

Jennifer Edwards: Also, I wanted to go back to where you guys were talking about the RFP for marketing it was 7 companies it was sent out to. And 5 replied. Also sent out on the 9th of January sent out the scope of work to all those companies as well.

Conversation ensued

Ginne-Rae Clay: I’m popping in for one second to see if you have any questions for me

Co-Chair Alverio: Oh, yes Ginne-Rae, Thank You. I’m on the scope of work, we see it went out on March 9th but there was no date for return. So, we were just discussing that we had

wanted to be aggressive about the turn around and that we were going to give between 7 and 10 days so if it went out on March 9th we’re recommending a return by Monday, March 21.

Ginne-Rae Clay: OK, I did send in the body of the email when I sent out the scope of work for a return from March 23rd by 4:00 o’clock.

Conversation ensued

Co-Chair Subira Gordon: Now the social equity numbers and all we still have a ton of time are much, much, much, much less than the General Lottery and I worry, it's because people don't have the support needed so I guess that was just my question on the accelerator and where we are, and I think as part of the outreach strategies. We should be able to once we have a firm be talking to folks about resources and which include money and expertise.

Ginne-Rae Clay: Yeah, OK, so this is 3 fold as there is a sub committee of the council. They are meeting right now and they are setting the criteria, their being very aggressive, it will be an RFP. To go out for some of the 3rd party to run and to manage and to propose the accelerator program and then the 3rd leg of the stool. There is also a committee that is working on the low interest loan program as well, and then this committee is working on the outreach and education. So all of these things will come together and I can get you updates on the accelerator, what the time frame is and actually that’s going to be mentioned at the next full council meeting so you’ll have the update on that, but if you need something in the meantime, I can certainly get that for you. I believe Ojala is heading up that committee at this time as it falls under Governance. I believe the loan fund, we’re expecting that to be ready for June, when the 1st licenses are approved and folks will be able to barrow money in that respect and the same thing with the accelerator program that it will be ready for those folks who received their licenses initially and then we have another effort in which we’re going to be doing education and outreach thru this marketing and PR firm.

Conversation ensued

Ginne-Rae Clay:  
OK, I'm going to have to jump off cause I do have a I'm going to ask for the money.

Corrie Betts: Thank you.

Co-Chair Alverio   
Yeah, thank you. Jenny Alright, so then we'll see that template will see the template by Monday, though.

Clay, Ginne-Rae  
You'll see it by Monday.

Co-Chair Alverio   
OK great thank you so much.

Ginne-Rae Clay:  
And it'll be a draft you can change it anyway, you want OK?

Co-Chair Alverio   
Yeah, right? That's fine. Thank you, Ginne-Rae,

Co-Chair Alverio: Marilyn Alverio (Guest)  
So I think that is that concludes our business is there any anything else that needs to be discussed today Corrie/ Sabira?

Corrie Betts:   
No, I'm good right now, I think you know to Subira’s point. I just want to make sure we stay in the loop to what's going on so that we're able you know to give information to our constituents, the folks that are calling us right so.

Co-Chair Marilyn Alverio   
Right I know.

Co-Chair Subira Gordon  
So the only other thing I wanted I know we

we didn't necessarily make a decision at the last meeting about attendance.

And I know there's been new people appointed to the council. I mean if it's just the 3 of us. It's just the 3 of us and that's what it is, but I guess.

I had to hop off and I'm not sure what the decision was what decision was made around like committee attendance or?

Co-Chair Alverio

So yeah, So what happened is on governance. They were going to institute a effective not retroactive, but effective immediately that unexcused absences that.

Co-Chair Gordon:  
What did we decide?

Co-Chair Alverio

2 out of 3, I think it is they that if they missed 2 out of 3. But what was not clear is what does that mean like over a period of a year or period of on, you know whatever that is and then as it related to the subcommittees that they were not going to take any action on that at all that it's up to the subcommittees to make that determination, so in our case just for the record. I think that we have 3 members of our committee.

A man and that is me, you, and Corey and that is the marketing and Outreach Committee. I don't know. I just for the record. I think that's what we have it would be great if there are new members of the council and if there is someone that is interested in our marketing and outreach committee that we bring that up in the April meeting.

I mean, I think, but let's go ahead and make that recommendation that we were looking for an additional member of the community because it is only, we don't have to say any names. But it's only made up of 3 of us and that we're looking for an additional member.

Co-Chair Gordon

OK yes because I think we should have 4 people given the size of the.

Co-Chair Alverio

Uhm so yeah, OK so I can make that recommendation in the April meeting that we're looking for an additional member. Our committee is made up of 3 people and we're looking for an additional member.

Co-Chair Gordon  
OK, perfect, Corey you OK with that I don't want to.

Corrie Betts  
Absolutely I'm good with that.

Co-Chair Alverio

OK, all right, so if there is no more new business if there is no additional business. I would like to come.

Entertain a motion for adjournment.

Co-Chair Gordon

So, Moved

Corrie Betts

Second

Co-Chair Alverio

All right Thank you everyone

**Next Meeting: April 8, 2022**