
STATE OF CONNECTICUT | SOCIAL EQUITY COUNCIL (DRAFT)

February 9, Meeting 11 A.M.

Virtual Meeting via Microsoft TEAMS

MEETING MATERIALS

- Meeting agenda
- October 13, 2023, meeting minutes
- 2024 Outreach Plan Draft
- Executive Summary
- Community Conversations Report

1. Call to Order at 11:04 A.M.

Committee Chairwoman Subira Gordon called the meeting to order and took attendance.

Present:

Corrie Betts
Subira Gordon
Andrea Hawkins
Melvin Medina
Kevin Walton

Absent:

Kelli-Marie Vallieres

Staff present: Ginne-Rae Clay, Executive Director, SEC; Arlene Galindo-Jimenez, Outreach Program Manager, SEC

Guests: Avery Gaddis, Edwin Shirley

2. Review and approval of the October 13, 2023, meeting minutes

Motion – by Corrie Betts
Second – by Andrea Hawkins
In Favor – All
Abstention – None
Motion passed.

3. 2024 Outreach Plan Draft

Arlene Galindo-Jimenez reviewed the 2024 Outreach Plan Draft, discussing the objectives of the plan, including increasing brand awareness of the SEC, educating the public on SEC programs and initiatives, and gathering community data through surveys. She spoke about

the targets and strategy involved and also presented a timeline, which is added to as needed. She encouraged the committee members to notify Staff of anything the SEC should be involved with in the DIA communities. She listed the goals for social media and media and also reviewed the budget, which had been presented at the previous meeting. At the end of the year, there will be an assessment of strengths, weaknesses, needs, barriers, etc., taking a look at data collected and collecting feedback from community members, partners, and the Outreach Committee in order to plan the strategy for the following year.

Committee Chairwoman Gordon was concerned about the sequencing of having a plan before engaging a marketing agency and questioned the budget for a marketing agency. She also felt the messaging component was missing.

Ms. Galindo-Jimenez added that the marketing agency was only for pre-lottery education.

Councilman Medina questioned the ability to collect data on traffic to the website from ad buys. He wondered if it was possible to reach the entire target population with the budget as noted as he felt ad buying would potentially be very expensive during the presidential cycle. He was unsure community events were the most effective way to reach people.

Ms. Galindo-Jimenez responded that referrals to the website through digital means were trackable, with some analytics already available from the first round of community conversations. The YouTube channel will also be tracked as part of the pre-lottery, with videos created to message information about the lottery, the criteria for social equity applicants, and document preparation. She stated that social media was the first advertising consideration and that the DIAs would be targeted by geocode with billboards to the exact block. She noted that part of that community events budget would go into print order for surveys in both English and Spanish as well as posters for the second round of community conversations.

Committee Chairwoman Gordon noted that she had a conflict and needed to leave the call. She appointed Councilman Medina to act as Chair in her absence and asked that the Committee not approve this plan today as there are still questions that need clarity. She suggested a possible work session to have a better understanding of the budget items.

Councilwoman Hawkins was interested in ensuring that marketing was tied to a broader strategy for the Social Equity Council. She offered to help guide the Council through that strategic planning discussion.

Councilman Walton suggested considering grassroots advertising possibilities within DIA communities, such as inner city newspapers or civic organizations.

4. Round II Community Conversations update

Ms. Galindo-Jimenez noted that two communities had been chosen and Staff is waiting for the contracts to be approved. Staff is also visiting cities they do not have applications for.

They have visited the mayors of Bristol, Ansonia, and Meriden, who will be assisting in getting the word out for trusted messengers in those communities. There is still an open RFQ on the website, and as soon as the contracts are received, plans will be made for holding community conversations. The extension date will likely be the end of April.

5. Executive Summary Community Conversations Round I

Ms. Galindo-Jimenez explained that the report consists of the executive report for the Social Equity Council and the reports of Waterbury, Hartford, and New Haven with information, responses from the communities, and some of their recommendations.

Committee Chairman Medina suggested that council members review the documents and send in any response to the draft by early next week.

6. 2024 Meeting Cadence

Executive Director Clay offered to move to a quarterly as opposed to monthly meeting schedule at the Committee's discretion.

Councilwoman Hawkins felt that it was important to keep a monthly meeting schedule until the marketing plan is more connected to the strategy. She noted that there was often a problem in getting a quorum at these committee meetings and hoped to get a committed time to get this plan completed.

Councilman Walton was interested in potential working meetings.

Executive Director Clay explained that any scheduled meeting where there is a quorum must be a posted public meeting. She suggested that members could meet personally with Ms. Galindo-Jimenez to go over the plan.

Committee Chairman Medina noted the need for public notice was based on a quorum and the quorum was based on the formalized subcommittee structure. He suggested the Council as a whole may want to consider that a more informal working group model may allow for more strategy development, with the quorum dependent on the full SEC.

7. Recommendations to the Council

There were no formal recommendations to the Council.

8. For the Good of the Order

There were no updates.

9. Adjournment



Social Equity Council

Councilman Watson made a motion to adjourn.

Motion – Kevin Walton

Second – Corrie Betts

The meeting was adjourned at 11:51 A.M.

/ab

February 13, 2024

RE: Transcript: February SEC Outreach Committee Meeting Minutes Draft 32178

Please be advised that the above-referenced typewritten transcript is a true and accurate transcription of the recorded conversations to the extent that the audio could be clearly heard/understood. Portions that could not be heard/understood have been notated with a (an “inaudible” or “?...”).

Sincerely,

Mary A. Goehring

Mary A. Goehring
CEO, Transcription Plus, LLC

I certify that this document is a true and accurate transcription of the audio voice file indicated above.

Anne Bruno
Anne Bruno