
STATE OF CONNECTICUT | SOCIAL EQUITY COUNCIL Outreach and Marketing Committee

(DRAFT)

March 8, 2024, Meeting 11 A.M.

Virtual Meeting via Microsoft TEAMS

MEETING MATERIALS

- Meeting agenda

1. Call to Order

Committee Chair Gordon called the meeting to order at 11:10 a.m. 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

2. Review and approval of the February 9, 2024, meeting minutes

Motion – by Kevin Walton

Second – by Melvin Medina

In Favor – All

Abstention – None

Motion passed.

3. State of Connecticut Branding Guidelines – all state agencies

Arlene Galindo-Jimenez reviewed the new statewide directive that all state agencies in Connecticut will go through a rebranding process within the next couple months. She displayed the new brand, and the State will provide templates for business cards, e-signatures, PowerPoints, letterhead, press templates, and all marketing, including social media. The color palate will change to Connecticut primary blue with about four other blue primary shades and black and white. There is an option to provide a specialized look for the SEC, and the Marketing Department will be working on something that fits the Council. It is also possible to develop a sub-brand logo, which could possibly have green behind it with a

white C and then the equity bars within the C. The new logo will be used on anything new ordered from here on. The email signatures will likely change first.

Executive Director Clay added that all state agencies' names will be changing to remove "Department of" or "Office of." For example, the Department of Housing will become Connecticut Housing.

4. Oaksterdam University Outreach

Committee Chair Gordon believed there was a past study from UConn that was related to outreach and asked that be shared with the group if available.

Ms. Galindo-Jimenez discussed that Oaksterdam University would be doing the Accelerator Program this year and also a boot camp series. The plan is to launch with them in April. CohnReznick is also developing the materials to promote for pre-lottery, and the marketing agency will do the media planning and buying for about three months for pre-lottery.

Executive Director Clay noted she signed the contract for Oaksterdam University yesterday. She clarified that Oaksterdam, CohnReznick and the marketing agency are a part of the pre-lottery education in the DIA communities. CohnReznick is creating the training materials and information related to the criteria on which they will review social equity documentation to qualify. Oaksterdam has been re-signed up to do the Accelerator Program, which is the education for social equity-approved applicants who are standing up their businesses. Oaksterdam will also do a series of boot camps in the DIA communities to talk about the cannabis industry.

Committee Chair Gordon felt it would be great to be invited to those meetings or see the materials ahead of time to make sure what they are presenting is culturally responsible and will land for the DIA communities.

Executive Director Clay stated the curriculum would be shared and that this is what Oaksterdam University does. She noted a lot of it is done online, so any member of the Council is able to sit in and participate at no charge. She stated she is also ensuring there are in-person coaches available for online classes.

Committee Chair Gordon was also interested in a real class where someone who is less computer literate would be able to sit and have back-and-forth with an instructor.

Executive Director Clay added people who have been used as trusted messengers will continue to be partners in the community for this outreach and education piece.

5. For the Good of the Order

Committee Chair Gordon asked for a status update on the marketing agency.

Ms. Galindo-Jimenez stated Staff had talked to a couple different marketing firms. Since CohnReznick is doing the full training materials, the marketing firm will be doing media planning and the media buying within the DIAs. The plan is for a three-month contract hopefully to start moving forward in April.

There was further discussion about this.

Councilwoman Hawkins noted she had a very productive meeting with the team toward drafting the skeleton of a strategic plan. She believed this plan would help the Council figure out where to spend time and energy as a board versus the operations of the SEC.

Executive Director Clay agreed it was a very good meeting regarding strategic planning and goals. She noted her internal team would have a meeting to put together the draft of the strategic plan at the end of April, with a goal of having the plan presented to the Council at the June meeting.

6. Adjournment

Committee Chair Gordon asked for a motion to adjourn.

Motion – Andrea Hawkins
Second – Melvin Medina

The meeting was adjourned at 11:38 A.M.

/ab

March 11, 2024

RE: Transcript: March SEC Outreach Committee Meeting Minutes Draft 32179

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