

STATE OF CONNECTICUT

SOCIAL EQUITY COUNCIL | SPECIAL MEETING OF THE OUTREACH COMMITTEE - **DRAFT**

July 19, 2024 Meeting 11:00 A.M.

Virtual Meeting via Microsoft TEAMS

1) Call to Order and Welcome

Subira Gordon called the meeting to order at 11:09 A.M. and asked Councilman Medina to call the roll.

2) Attendance

Subira Gordon
Corrie Betts (Absent)
Andrea Hawkins (Absent)
Melvin Medina
Kevin Walton

Staff: Arlene Galindo - Outreach Program Manager

3) Review and approval of the May 10, 2024 meeting minutes

Melvin Medina initiated the review and approval process for the May 10, 2024, meeting minutes, calling for a motion to approve the minutes. Subira Gordon promptly moved to approve the minutes, closely followed by Kevin Walton, who also voiced his motion.

4) Pre-Lottery Education Outreach Update

Melvin Medina introduced the agenda item on Pre-Lottery Education Outreach, indicating that Arlene Galindo would provide the updates. Arlene initially experienced technical difficulties but then proceeded to report on the activities and progress of Oaksterdam University's educational outreach efforts.

Arlene highlighted that Oaksterdam's events had been promoted on social media and via Constant Contact, reaching 56 participants from 22 DIA cities. She provided specific participant numbers for various training programs: 23 registered for retail dispensary training, 49 for business management training, and 22 for the Pre-Accelerator Bootcamp. She mentioned that the classes were completed, and a meeting to discuss future plans with Dale Sky-Jones from Oaksterdam was postponed due to Councilwoman Vallieres's absence.

Melvin Medina clarified with Arlene whether the educational outreach was in preparation for an anticipated lottery, which she confirmed, noting that no definitive information had been provided by the DCP.

Subira Gordon inquired about the evaluation of the outreach's effectiveness, asking if there were any surveys or feedback mechanisms in place. Arlene responded that Oaksterdam did not conduct surveys for Pre-Lottery Outreach, but Tiffany Araujo from OWS was developing a 22-question survey for SEC applicants and license holders to gather data on workforce development issues.

Tiffany Araujo then elaborated on the survey, explaining it would be distributed to all licensees, both general lottery and social equity applicants. The survey aims to identify workforce development concerns, which will inform the Council and support the establishment of a regional sector partnership with NextGen.

5) Community Conversations Update

Melvin Medina introduced the agenda item on Community Conversations Update and handed the discussion over to Arlene Galindo. Arlene provided an update on the progress of the Community Conversations initiative, mentioning that PSA packets were sent to Corners, a new foundation, Shiloh, and Alliance on June 12th. They were awaiting final approvals to proceed with the next steps.

Kevin Walton inquired about the funding status for these community conversations. Arlene explained that once final approvals were received, the recipients would be notified to start planning, and then the funding process would begin. She also addressed a previous concern regarding recipients of the pilot program being eligible for the Community Conversations program. Arlene confirmed that they consulted with ethics, and there was no conflict, which would be communicated to the Council.

Andrea Comer sought clarification on the eligibility and the status of the conflict of interest confirmation. Arlene assured her that the necessary documentation would be sent out for review and approval, allowing the committee to proceed with the planned contracts.

Melvin Medina confirmed the community locations for this round of conversations, which include Stanford (Corners), Norwalk (a new foundation), New London (Shiloh), and Bridgeport (Alliance).

6) For the Good of the Order

Arlene Galindo provided updates on two key points:

1. **Outreach Reporting Recap for the Year:** Arlene informed the committee that she is preparing a comprehensive outreach reporting recap for the year. This report will include local outreach efforts, social media analytics, and email campaigns. The recap aims to provide the committee with measurable data to evaluate the outreach department's performance over the year and assist in strategic planning and budget considerations for the next year. Arlene indicated that she plans to have the report ready by the end of the month.

2. **Upcoming Event - NECANN Cannabis Convention:** Arlene mentioned the NECANN Cannabis Convention scheduled for October 4-5 in Hartford. She suggested that the committee consider participating as exhibitors, sponsors, or speakers. Arlene highlighted the importance of early planning to secure spots, as the convention already has exhibitors and sponsors signing up. She offered to send detailed information and a link to the event for committee members to review and discuss the potential involvement.

Melvin Medina asked for a specific date for the outreach report and Arlene confirmed she aims to complete it by the end of the month. He also requested Arlene to circulate the event details and provide context on the SEC's purpose for participating in the convention. Arlene agreed and mentioned she would forward more detailed information via email.

7) Adjourn

The discussion concluded with Melvin Medina motioning for adjournment, which was moved by Kevin Walton, seconded by Subira Gordon and approved by the members present.

Meeting adjourned at 11:27 A.M.



A Plus Reporting, LLC
55 Whiting Street, Suite 1A
Plainville, CT 06062
203-269-9976
scheduling@aplusreportingservice.com

Date: July 19, 2024

RE: Minutes: July SEC Outreach Committee Minutes (Draft)

Please be advised that the above-referenced typewritten minutes are a true and accurate description of the proceedings obtained from 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,

Brenda LaFleur

Brenda LaFleur
Owner, A Plus Reporting Service, LLC

I certify that this document is a true and accurate description of the proceedings obtained from the recorded conversations contained in the listed audio file.

Boden Truitt

Boden Truitt,
Transcriber