

STATE OF CONNECTICUT
SOCIAL EQUITY COUNCIL | Outreach Committee Minutes **(Draft)**

August 1, 2022
Special Meeting of the Outreach Committee

Location: Microsoft TEAMS

Committee Co-Chairs: Marilyn Alverio, Subira Gordon

Members Present: Marilyn Alverio, Corrie Betts and Subira Gordon

Staff: Ginne-Rae Clay (SEC), Kristina Diamond (SEC), Crystal Morris-Crenshaw (SEC)

Guests: Wilson Camelo

Call to order Co-Chair Alverio called to order at 9:33am

Co-Chair Alverio asked for a motion to approve the June meeting minutes.

Motion made by Corrie Betts
Seconded by Co-Chair Subira Gordon
All in favor – All
Motion passed
June meeting minutes approved.

Co-Chair Alverio asked Wilson Camelo to share the new Social Equity Council logos and the concepts and variations. Co-Chair Alverio stated the logos were shown to the Council and the Councilmembers requested additional changes and the Council also discussed the use of the actual cannabis leaf being used in the logo. Wilson shared the two concepts based on the comments from the Council.

Co-Chair Alverio asked for a motion to remove the cannabis leaf from the logo.
Motion made by Corrie Betts
Seconded by Co-Chair Subira Gordon
All in favor – All
Motion passed.

Wilson Camelo shared the new logos with the removal of the cannabis leaf and showed a third version. Discussion Ensued.

Co-Chair Alverio made a motion to recommend option 2 and option 3 for tomorrow's Council meeting.
Seconded by Corrie Betts
All in favor – All
Motion passed.

Co-Chair Alverio moved to the next item on the agenda. She discussed communication protocol. She asked the committee members their thoughts regarding possibly making a recommendation to have some canned approved social media posts and canned approved standard press releases. Discussion ensued.

Co-Chair Alverio ask for a motion to adjourn.

Motion made by Corrie Betts
Seconded by – Marilyn Alverio

Meeting adjourned at 9:57am