

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

August 11, 2023

Meeting of the Outreach Committee - Virtual Meeting via Microsoft TEAMS

SEC Chairman Paul O. Robertson Chair:

1. Call to Order

SEC Chairman Paul O. Robertson called the meeting to order and took roll.

Members Present: Shirley Skylers-Thomas, Anthony Barrett, Corrie Betts, Subira Gordon, Andrea Hawkins, Melvin Medina, Kelly-Marie Vallieres, Kevin Walton

SEC Staff: Executive Director Ginne-Rae Clay, Kristina Diamond, Legislative & Communication Program Manager, Komla Matrevi, Staff Attorney, SEC

Discussion – Consolidation of SEC Committees

The council has consolidated its committees with the intention of streamlining and increasing resources for the focused work of the council. Chairman Robertson added that his role at this meeting was to simply call for the nomination and vote for the committee chair of the Outreach Committee.

2. Vote to Select Committee Chair

Chairman Robertson posed the question, “any nominations for chair of the Outreach Committee”?

Subira Gordon nominated herself and stated that she was the chairperson for the last two years. Subira Gordon asked are there any additional nominations?

Chairman Robertson asked Subira Gordon, “do you accept this nomination”?

Subira responded, “I do”.

Motion - Chairman Robertson

In favor - All

Opposed - None

Abstention - None

The vote carried - Chair Subira Gordon is re-elected as Chair of the Outreach Committee.

3. Vote to confirm meeting and dates and times Outreach Committee meets 2nd Friday of each month from 10-11am.
4. November 10th meeting reschedule - Veterans' Day holiday. Proposed new meeting date – November 17, 2023.
5. Kristina Diamond's update on current round of Community Conversations.

Kristina Diamond stated that the Attorney General's review of the contracts took longer than expected. They have been approved by the Attorney General's office. They met with three facilitators yesterday and asked them to update their budget and timeline to begin these community conversations before the end of the year or by December 31, but preferably start holding these conversations in the fall. Ms. Diamond reminded the council that the three facilitators that the staff is working with is Tiffany Young. She's covering Hartford's Bridge to success, Waterbury, and New Haven's Next Level Empowerment. The next steps are we've asked them to submit their updated budget and timeline due by the beginning of the end of next week. Discussion ensued.

Kristina Diamond – stated the second round of community conversations will take place in towns like Norwich, Ansonia, Bristol, Meriden, Norwalk, and Torrington and considering adding East Hartford. Ms. Diamond asked for the committee's thoughts if they have thoughts and if they had any town they would like to focus on for the next round. Discussion ensued.

Executive Director Clay stated that some towns and DIA census tracts were added to the map. Executive Director Clay stated that the map was sent out to all Council members and the committee may want to look at the map and consider some other towns on the map. Discussion ensued.

Executive Director Clay stated that her recommendation would not be to send out another round of RFPs. We have an RFP on our website. We can update it. We can extend the deadline. We can leave it as an open request for proposals. We have three communities that we have identified. We are still working in the Stamford, Norwalk, and New London areas to find trusted messengers, so I have been having conversations with people who have been recommended. I've asked them to submit proposals. We should be getting around two proposals over the next week. We have made an offer for a Program Manager for Outreach who will become the liaison for this committee who spearhead and laser-focus in on the community conversations. So, for the second round we can either find a trusted messenger in these communities or we can have our Program Manager

for Outreach work with these communities to conduct the community conversations. We expect to have our Outreach Program manager to be on before the next committee meeting and in the meantime, when that person comes on board, they will put together a strategy and present it to the council. So, by extending the RFP that's already on our website, we can mark it as the deadline is until we find appropriate trusted messengers. We can keep referring people to the website for the RFP and what the requirements are, and they can send in proposals. Discussion ensued.

The program manager is going to be managing their contracts. Those folks are still under contract with us. That program manager is going to manage all whatever contracts we enter for community conversations. About our process, because this is a brand-new programs/process, we are required to have the Attorney General's approve a contract. The Attorney General has approved that contract. We will be able to use that contract going forward for all the other trusted messengers that we bring on. Once we select another trusted messenger, it takes about three weeks for the contract to be fully executed. Discussion ensued.

7. Social Media strategy discussion

Chair Gordon stated that she wants to the committee to have a strong social media outreach, getting us out there - that is how many people receive information today. I would love to have a conversation on how this committee is going to show up, using social media as a tool and a resource and figuring out how we can leverage it, to create more information and to share information. Because today in 2023, that's just how people digest information. I think sending people to a website they are less likely to do that, so they are more likely to scroll through their Instagram page, or their Facebook page, or their Tik Tok page. I really want us to get savvy with social media as a council. It's probably the best outreach tool that we will have at our fingertips. I am happy to see there is a recommendation on social media strategy. Discussion ensued.

8. Recommendation to the Council

Executive Director Clay stated that the meetings to be held every second Friday of each month at 11am.

9. Adjournment

Chairwoman Gordan ask for a motion to adjourn.

Motion - Kevin Walton

In favor - All

Opposed - None

Abstention – None

The meeting adjourned at 10:42 AM.