

**CONNECTICUT STATE EMPLOYEES CAMPAIGN  
COMMITTEE MEETING MINUTES**

**Tuesday, July 10, 2018**

Office of the State Comptroller

3rd floor, Conference Room F

55 Elm Street, Hartford CT

1:30 p.m. – 2:47 p.m.

**Members – Present**

- CSEC COMMITTEE CHAIR: Timothy Newton – Department of Correction
- Lilia Kieltyka – Department of Economic and Community Development
- Kathleen Gensheimer – Judicial Branch
- Julie Bernosky – Department of Administrative Services
- Cindy Cannata – Freedom of Information Commission
- Charles Kistler – State Retiree
- Ina Wilson – Department of Education

**Members – Absent**

- CSEC COMMITTEE VICE CHAIR: Peggy Gray, State Retiree
- Valerie Clark – Office of Policy & Management
- Jacqueline R. Kelley (fka Henry-Rafiq) – Bureau of Public Transportation

**Partnership Manager – Present**

- Kelli Byrd – United Way of Central & Northeastern Connecticut

**Federations – Present**

- Peggy Atherlay – United Way of Central & Northeastern Connecticut
- Kimberly Hernandez – United Way of West Central Connecticut
- Jessica Teat – United Way of Greater New Haven

**Meeting Called to Order / Thoughts for 2018 – Tim Newton**

- Tim mentioned we cannot have people join the meeting via telephone conferences for legal reasons. The committee's goal is to protect integrity of employees and the campaign.
- Tim called the meeting to order at 1:40 p.m.
- Tim mentioned he is looking forward to this year's campaign. He thinks this is a \$1M to \$1.2M campaign – as it has been in previous years.

**Campaign Update – Kelli Byrd**

Statewide Kick-Off

- Kelli reminded everyone about the kick off and shared new updates regarding the event:
  - Date: Thursday, August 9, 2018
  - Time: 11:30 a.m. to 1:30 p.m.
  - Location: Connecticut State Capitol, 210 Capitol Ave, Hartford, CT 06106
  - Scot Haney confirmed to emcee the event
  - Eventbrite will be set up to get a more estimated headcount

- Tim suggested changing the way the year is written to 2018/2019 CSEC to elevate any confusion and so employees can understand the campaign rolls over to the next year and also payments are processed within the following year.
- Discussion on Vendors (Kelli will ask the State Capitol contact about trucks being onsite)
  - Hood Ice Cream – Tim will try to connect with someone he knows.
  - Jessica mentioned getting a New Haven pizza or Ben & Jerry's trucks with a percentage of monies going to support the campaign
  - Cupcake Truck such as the one from DAS's event last year.
  - Dominoes - 10/12 pizzas or whatever they will agree to.
  - Ronald McDonald
  - Jonathan Huskie
  - Yard Goats mascot
- Kathleen suggested sending an email / calendar invite for folks to RSVP for the prep time.

#### Statewide Chair Involvement

- DOC is having their kickoff meeting on August 20<sup>th</sup> – Comptroller Kevin Lembo usually attends
- Suggestion to have Kevin Lembo send email blast to state employees in Oct., Nov., and Dec.

#### Loaned Employees

- Tim suggested reaching out to the community colleges, judicial, higher education
- The coordinator from Southern Connecticut State University retired and we partnership manager found out towards the end of the campaign, which is why presumed monies were down this year. Jessica asked if she can get the retirees name... Kelli to send to her.
- Jessica + Kathleen requested a write up on loaned employees
- Cindy and Kathleen requested a list of coordinators for their agencies.
- Coordinator guide should include messaging regarding processes

#### Suggestions/Proposal

- Campaign theme will be "Connecticut's Race to \$1M and Beyond"
- Include as much messaging on website and any other documents as needed
- Incentives – Suggestion to have the incentives once a month. Incentives ideas:
  - UConn tickets, Hartford Stage, University of Hartford games, certificates/gift cards to restaurants, Jim Calhoun new team, Yale games (Jessica Teat will reach out), Central Connecticut State University baseball game, Yard Goats game, New Britain baseball (minor league), Norwich Navigators, Hood Ice Cream
  - Kelli to talk with Ethics to get approval of doing incentives.

#### Monthly Newsletter

- The monthly newsletter will include announcements and upcoming events. The hope is to have this pushed out the between the first and second week of each month.

#### BJ's Promotion

- Kelli informed the committee that the May promotion received 366 applicants. Totaling a check for \$1,830 for the campaign. There is a promotion going on now until August 31<sup>st</sup>.
- Tim was curious as to when the best time for BJ's – wants to get a feel for when and how monies come in.

## Committee Updates

### Julie Bernonsky

- Questioned if she could be the coordinator for her agency and on the campaign committee. Tim advised there was no conflict.
- Suggested we reach out to Hartford stage and Vito's with a dinner and theater experience.

### Cindy Cannata

- Mentioned the September Tennis tournament is doing well.

### Kathleen Gensheimer

- Mentioned possibly hosting two Thank You events this year to include folks in other areas.

### Lilia Kieltyka

- Asked Kelli about the 2017 campaign numbers for her agency (Department of Economic and Community Development). Kelli mentioned she will get back to Lilia this week.

## Federation Updates

### Kimberly Hernandez (United Way of West Central CT)

- Questioned if there is someone at each agency who can input the donor's information into the online system for them, if they requested it. Tim and Kathleen mentioned that it's much more complex than it sounds. Most of DOC employees for ex: doesn't have access to computers.

## Other Business – Tim Newton

- Tim suggested the next time we meet should be in September not August due to campaign getting ready to launch and materials needing to be delivered.
- Tim informed Kelli to bring minuets for previous meeting going forward.
- Cindy/Tim advised Kelli to bring minutes from previous meetings that were not voted on.
- Kelli asked if minutes from conference call meetings should be posted to the website. Tim mentioned all minutes should be posted.

## Meeting Adjournment — Tim Newton

A motion was presented by Tim Newton, seconded by Kathleen Gensheimer and accepted by all attendees to end the meeting at 2:47pm

**Next Meeting: Tuesday, September 11, 2017**

*(Respectfully submitted by CSEC Partnership Manager, Kelli Byrd)*