

CONNECTICUT STATE EMPLOYEES CAMPAIGN
Committee Meeting Minutes – Tuesday, February 11, 2020
1:38pm – 2:32pm

Members Present

Charles Kistler (State Retiree)

Kathleen Gensheimer (Judicial Branch)

Tim Newton (Department of Correction) - CHAIR

Julie Bernoksy (Department of Administrative Services) *on the phone*

Members Absent

Betsy McDermott (Office of the State Comptroller)

Cindy Cannata (Freedom of Information Commission)

Peggy Gray (Office of the State Comptroller) – VICE CHAIR

Valerie Clark (Office of Policy & Management)

PCFO

Kelli Byrd (United Way of Central and Northeastern Connecticut)

Keyauna Smith (United Way of Central and Northeastern Connecticut)

Guests

Maddie Smith (Connecticut Sun)

Lynn McKenna-Krumis (Department of Banking)

Amy Grullo (Department of Banking)

Jeanne Charbonneau (Department of Banking)

Federations *Joined by Phone*

Sandy Wilder (Global Impact)

Sophia Clark (Earthshare)

Jesse Beisler (America's Best Charities)

Candice Dixon (Community Health Charities)

Meeting Agenda & Minutes

Review of Previous Minutes (Tim Newton - CSEC Committee Chair)

Minutes were read over and reviewed. Kathleen & Charlie passed.

Campaign Update (Kelli Byrd)

The campaign is currently at \$500,000. Since the 1st CORE upload was missed, the PCFO discussed creating a FAQ for donors to answer all questions related to payroll deduction.

- Tim mentioned we need to make sure donors know they must renew their pledges every year.

Our annual Thank You Luncheon will be on May 14th at Middlesex Community College.

With the legislative session in place, Kelli and Keyauna will be tabling on February 18th from 9am-12pm at the Capitol to raise awareness about the campaign as a last push.

- Kathleen asked if we give out pledge cards as promotion instead of fundraising and have donors fill out form for a giveaway. Kelli answered yes to both questions.

As we wrap up this campaign, we are having meetings with commissioners to discuss 2019 last push and 2020 ideas. We do need to address a possible courier issue, as receiving a CT Lottery envelope was delayed more than a month.

2020 Federation/Member Applications went out. Committee agree to April 21st at United Way for the review.

2020 Statewide Events are in the works.

Special Guests

- Maddie Smith from Connecticut Sun Mohegan Sun discussed a possible partnership which includes community spotlight package which will bring awareness to our campaign and CSEC would get partial ticket proceeds for their sections.
- Employees from Department of Banking discussed a Statewide Cornhole Event. There would be proceeds from tickets, food trucks and registration fees. Kathleen mentioned it would be a good idea to table at the campaign kickoff. The event will be held in September or October. More details to come.

CSEC Committee Members Roundtable

Julie asked what do we do about getting more committee members? Kelli mentioned there are 4 people who are interested that need to be appointed.

Federation Roundtable

N/A

Adjourn at 2:32pm

NEXT MEETING: TUESDAY, March 10, 2020

These minutes were respectively submitted by Kelli Byrd (CSEC Partnership Manager).