



## Community Outreach Subcommittee MINUTES

Wednesday, May 28, 2025  
10:00 a.m. – 11:00 a.m.  
Zoom

**Subcommittee Members Present:** Gail Hardy, Rachel Timm, Andrew Clark, Eyvonne Parker-Bair, Charles Green, Piotr Milcek, Cheryl Sharp

**Staff:** Ken Barone, Erica Escobar, Valerie Gordon

### I. Welcome & Introductions

Chair Gail Hardy called the meeting to order at 10:08 a.m.

### II. Approval of the April 30, 2025, minutes

A motion was made and seconded to approve the minutes from April 30, 2025. The minutes were unanimously approved by members via voice vote.

### III. Old Business

#### a. Enfield Public Forum

An update was shared on the Enfield public forum, which saw no attendance from community members. The low turnout was attributed to poor weather and limited support from the local library, which did not actively promote the event. Members reflected on lessons learned, noting the importance of selecting venues that are both welcoming and willing to assist with outreach. While there was agreement on focusing future efforts in more engaged communities, members emphasized the need not to overlook places like Enfield. Suggestions included exploring alternative venues within the town and strengthening partnerships with local stakeholders such as police departments to help raise awareness and improve turnout in the future.

#### b. Fall 2025 Public Forums

An update was shared on planning for the Fall 2025 public forums. Members discussed finalizing three locations, with continued efforts to confirm a date with the tribal community. Windsor was proposed as a strong candidate due to past engagement, active community presence, and accessible venues. For

the third location, members suggested Trumbull or another area in Fairfield County that may be more receptive and draw greater participation. The goal is to prioritize communities where meaningful dialogue is likely and where outreach networks can help ensure strong attendance.

#### IV. General Discussion

##### a. Media Campaign Presentation

An update was shared on the Media Campaign to develop new video content that better communicates CTRP3's mission and impact. Three video concepts were presented: a 60-second multi-perspective piece that centers on lived experiences and personal perspectives around traffic stops; a 30–60-second piece that highlights CTRP3's presence across the state and the importance of fair and equitable traffic enforcement; and a longer, documentary-style video that offers a behind-the-scenes look at board members, their full-time roles, and why this work matters to them personally.

Members emphasized the importance of ensuring the messaging is realistic, especially when depicting the experiences of Black and Brown drivers and stressed that the tone and language must reflect genuine, lived realities. There was strong interest in developing all three concepts, as each serves a unique purpose and would reach different audiences. Shorter videos are seen as ideal for social media and partner distribution, while the longer video could be used in educational settings such as high schools, youth outreach programs like Kids Court Academy, and public forums. Members also discussed the value of connecting these videos to other youth-centered initiatives like the Teen Driving Task Force.

The next steps will focus on finalizing the scripts and tone for the first two concepts, creating storyboards in collaboration with group members, and beginning production this summer with a recent UConn graduate serving as the videographer. The third, longer-format video will be developed later in the year. Draft scripts will be shared in advance of the next meeting on June 25 to allow time for feedback and refinement before filming begins.

There was no further discussion, and the meeting adjourned at 10:57 a.m.