Community Outreach Subcommittee
Minutes

Wednesday, September 9, 2026
10:00 a.m. – 11:00 a.m.
Zoom

Subcommittee Members Present: Rachel Timm, Cheryl Sharp, Charles Green, Ana Mitchell

Staff: Ken Barone, Erica Escobar

I. Welcome & Introductions

The meeting was called to order at 10:03 a.m.

II. Approval of June 10, 2026, minutes

A motion was made and seconded to approve the minutes of the June 10, 2026, meeting. The minutes were unanimously approved by voice vote.

III. Old Business

a. Windsor Public Forum Follow-Up

An update was provided on the Windsor Public Forum, which drew more than 40 attendees, including the police chief, mayor, local elected officials, and community members. Overall, the event was considered successful, with positive feedback on the venue, panelists, and level of engagement. Members noted that the discussion was meaningful and continued beyond the formal program.

Feedback emphasized the importance of reaching a broader cross-section of the community and increasing participation from those most directly affected by racial profiling. Suggestions for future outreach included building relationships with local community organizations before events, engaging churches and town centers, and exploring local radio and other media opportunities to increase awareness of CTRP3 and its work. Members also expressed support for continuing public forums in new locations and revisiting communities that previously hosted successful events, while exploring different approaches to strengthen engagement.

b. Media Campaign Update

Ken provided an update on the CTRP3 media campaign, noting that approximately $150,000 in grant funding has been secured to develop and distribute public awareness content. The project will be supported by Go Agency, a Hartford-based media agency that previously produced a video for the Hate Crimes Advisory Council.

Go Agency is developing two proposals for consideration: a traditional media campaign featuring a 30-second television commercial with statewide airtime, and a targeted digital media strategy using platforms such as Facebook, Instagram, and Google. The goal is to increase public awareness of CTRP3, its work, and its resources while directing audiences to the project website.

Discussion will focus on determining which approach offers the greatest value, including opportunities to produce reusable content that CTRP3 can retain and use beyond the initial campaign. Ken expects to receive both proposals within the next few weeks, with an October meeting planned to review the concepts, provide feedback, and determine the direction of the campaign.

c. Community Engagement and Partnerships
    i. UConn Law School Event

    Discussion focused on planning a follow-up event at UConn School of Law, building on the success of the previous year's program. Rachel Timm agreed to coordinate potential dates and room availability for late October or early November, with a preference for a Wednesday evening to accommodate both day and evening students. The proposed format includes a brief overview of the Alvin W. Penn Act and CTRP3, followed by a panel discussion tailored to law students and their future roles in the legal system. Potential panelists include Charles Green Jr. (Public Defender), Michael Gailor (State's Attorney), Cheryl Sharp (CHRO), Eyvonne Parker-Bair (DMV Division Chief), and a local police chief, with Rachel Timm serving as moderator. Members expressed interest in developing questions that encourage students to consider different stakeholder perspectives and the importance of the law.

    ii. Partnership Outreach Activities

    Members discussed opportunities to expand CTRP3's outreach through partnerships with educational institutions and community organizations. Cheryl Sharp shared information about an upcoming Youth Summit at UConn School of Law on October 24, which will bring approximately 150–200 high school students together for

discussions and engagement with professionals in civil rights and social justice. Members were encouraged to participate in the event and help connect with local schools, including those in Waterbury, to increase student involvement. The group expressed interest in supporting these efforts and identifying additional opportunities to strengthen CTRP3's visibility and community partnerships.

IV. General Discussion

There was no general discussion on this topic.

There was no further discussion, and the meeting adjourned at 10:56 a.m.