



Meeting Minutes

Committee Name: Communications

Date: September 19, 2023

Attendees: Brittany Kauffman, Tim Macdonald, Elisa Marie Overall, Diana Poole, John Tull, Shannon Warren

Guests: Hannah Borowski, Amanda Gall, Faith Miller

Agenda Items

1. Minutes from August 15, 2023 Meeting
 - a. hearing none—approved as circulated

2. Communicating with Media and Legislators – Amanda Gall and Faith Miller
 - a. **Decision made by vote:** n/a
 - i. **In favor:**
 - ii. **Opposed:**
 - iii. **Abstentions:**
 - b. **Action item:** Opened this fall focused on need
 - i. **Person(s) Responsible: Emo**
 - ii. **Deadline:** Oct/Nov/Dec – prior to legislative session
 - c. **Additional notes:** Amanda Gall spoke regarding legislative priorities for the coming year, which includes funding now that the Commission has been codified. Opportunities for communications include general education from the commission for the broad legislative audience as well as influential more targeted communications in support of specific legislation. We need to communicate the Commission's value proposition, who we are/who we serve, and what investment is needed for achieving goals. The group brainstormed topics that get overall support, such as consumer protection ideas, rural desserts, state efficiencies and state return on money invested, and the critical need of access to justice for a well-functioning state. Faith Miller spoke about talking to media and the issues that resonate. A key hook is connecting to real people experiencing problems who are willing to discuss them. Where we can connect to this to an issue in the session and we have a photo, that is even better.

3. Annual report discussion

a. Decision made by vote: n/a

i. In favor:

ii. Opposed:

iii. Abstentions:

b. Action item: Develop list of achievements and outline for report

i. Person(s) Responsible: Emo and Brittany

ii. Deadline: October 1, 2023

c. Additional notes: The Committee discussed plans for a short annual report, to be published before the end of the year, highlighting high level achievements from the year. We need to communicate who we are, what we have accomplished this year, and a path forward. We can note that access to justice has been recognized as a central pillar and commitment of the state. We are a connected and committed leader, and we can highlight our role as a hub. Our guests recommended we include stock photos of Coloradans, including rural and underserved communities.