Welcome and Introductions: Carla Reyes, Paid Family and Medical Leave Interim Director

- In-person introductions
- April Meeting Minutes were approved to be posted

Communications Update: Clare DeLong, Communications Manager Paid Family and Medical Leave

- Program Name
  - Acronyms are difficult to remember
  - A name is who we are more than what we do.
  - We want a name that is memorable, unique and accessible.
• Color, message and tone are important to our brand.

• Four Focus Group Sessions
  ▪ Remote employer session
  ▪ In-person employee session
  ▪ Remote employee session
  ▪ Remote triad session in Spanish
  o Statewide representation
  o Ethnic, racial and age diversity
  o Wide range of industries represented among employers

• Outreach Stats
  o 24+ contacts to community organizations, business groups nonprofits and state agencies
  o 10+ presentations to employer groups, employee groups, Chambers, HR representatives and internal audiences
  o 1 large-scale event: Public Service Recognition Week
  o 40 downloads of our Presentation Request Form
  o 10 presentation requests received
  o 45% percent increase in listserv subscriptions

• Next Up
  o Program name finalization
  o Marketing RFP
  o One-on-one interviews with employers
  o Outreach presentations

• Maggie asked if Paid Family and Medical Leave was tested in the Focus Group?
  o No – we wanted to generate a name that wouldn’t be confused with FMLA, Paid Sick Leave and steer clear from this being referred to as “Maternity Leave”

• Tammie and Christine – Expressed concerns with Care Leave vs PFML Name Change.

Policy Update: Matt Buelow

• Phase 1
  o Voluntary Plans
  o Collective Bargaining
  o Premium Liability

• Phase 2
  o Employer Responsibilities
  o Small Business Assistance
  o Penalties
  o Beginning timeline has been established
  o Listening Sessions took Place on 3/26 and 4/2
Draft 1 of rules was posted on May 8
First Stakeholder Meeting took place on May 14th
Draft 2 of rules will be posted by June 19th

- Phase 3
  - Benefits
- Phase 4
  - Appeals

**General Program Update**

- Technology Update – Lisa Kissler
- Operations Update - Carla Reyes
  - Customer Care team being recruited for
    - 12 positions in recruitment
      - Service delivery manager
      - PFML Specialists
      - Auditor
      - Trainer
  - Training being developed
  - Facilities being prepared
    - First-floor space being repaired and build out for the call center
    - Second-floor Shared Work space will be vacated for us to expand into in June

**Public Comment**

- None.