

<b>Location</b>	Association of Washington Businesses (AWB)   1414 Cherry St. SE   Olympia, WA
<b>Time</b>	10:00 am – Noon
<b>Attendees</b>	Department Representative: Carla Reyes Employee's Interests Representative: Joe Kendo (Phone) Employee's Interests Representative: Marilyn Watkins Employee's Interests Representative: Samantha Grad Employer's Interests Representative: Bob Battles Employer's Interests Representative: Julia Gorton Employer's Interests Representative: Christine Brewer (phone) Employer's Interests Representative: Tammie Hetrick Paid Family and Medical Leave Act Ombudsman: Edsonya Charles
<b>Guests</b>	Marian Hammond – BRINK
<b>Members Absent</b>	Employee's Interests Representative: Maggie Humphreys
<b>Scribe</b>	Liz Merrick

### Introductions – Carla Reyes

Members in the room and on the phone introduced themselves.

### Approve September Meeting Minutes

September Meeting minutes were approved by Advisory Members.

### Benefit Release Version 1.0 – Matt Buelow

Matt provided an overview of the benefits release version 1.0 to include pre-screen tool, application, processing, bi-weekly claims and payment. From the last Advisory meeting as requested, the pre-paid card fee schedule is included in everyone's packet (clarified no inactivity fee).

The Advisory Committee expressed grave concerns that the online system will not be live and ready for employees by 12/13, and people would not have access to the application and apply until 1/2/20. Carla and Matt reviewed the key activities to have the program ready for a January launch (ref. slide 6). Three new teams (making 7 teams total, with approximately 13 people per team) have been hired to support customers. It was asked and answered whether people who want to apply for the benefit can establish a SAW account before 1/1/20. They will not need to get a PIN. While they can

establish a SAW account they will not be able to link it to the Paid Family and Medical Leave system until the system launches in January. The Advisory Committee would like to see the Agency post a checklist as soon as possible for employees to prepare before 2020.

**ACTION Carla / John-** provide an operational readiness and Customer Care Team staffing plan at the November meeting.

**ACTION Clare-** provide a list of the activities that people who want to apply for the benefit can do to prepare before January 2020. *It was clarified that there are three key things that can be done:*

- 1) *Notify employers at least 30 days in advance for planned absences*
- 2) *Gather proof of ID documents*
- 3) *Obtain medical certification.*

**ACTION Matt-** provide screen shots, including drop downs to support the Advisory Committee member's ability to support employee outreach and training.

*Update: will be emailed on or around November 13 meeting.*

## **Marketing & Communications – Clare DeLong**

Clare reviewed the activities planned to support the launch of Benefits (refer to slide 11). She highlighted outreach to State Agencies (e.g. L&I, DOR, Commerce, DSHS, Legislative, DOH, HCA, Department of Children, Youth and Families) and Health Care Providers.

**ACTION: Clare –** Re-send direct employer communications and handouts. *Update, list provided below.*

- [Video in English](#)
- *Handout in English and Spanish on the [About page](#)*
- [Video in Spanish](#)
- *[Handout in Spanish is also linked on the Spanish page below the video](#)*

**ACTION: Clare –** Provide the information on the live webinars to Advisory. *Update, information about the two events scheduled for November and December is provided on the [Events page](#). Note: If they fill up we will add more.*

Clare reviewed the paid and earned media strategy (slide 12). She shared the website will be updated in December to offer a benefits calculator, an eligibility checklist, planning guide and other information for people considering applying for the benefit.

**ACTION: Clare** – Provide a draft of the Planner Guide to Advisory. *Update: will be emailed on or around November 13 meeting.*

### **Campaign theme “Here for You” – Marian Hammond, Brink**

Marian provided an update around the campaign approach and creative direction (see slides 12 – 23). The Advisory Committee was supportive of the approach.

**ACTION: Clare** – Provide the un-branded Paid Family and Medical Leave materials to Advisory. *Update: will be emailed on or around November 13 meeting.*

### **2020 meeting cadence – Carla Reyes**

Advisory Committee discussed and decided all meetings during session (Jan-March) to be hosted in Olympia (on Capitol campus or close to it), third Friday, afternoons (2-3pm), as they did last session.

Beginning in April, the meetings will shift to the third Thursday, 10am – Noon. The agreed-upon cadence will be every month, scheduled through the end of the year; alternating between Olympia and Seattle.

**ACTION Carla-** Include discussion topic for the June 2020 Agenda topic to revisit the cadence for the last 6 months of 2020 (e.g. possibility of switching to every other month or quarterly).

### **6. Open Comment –**

Several comments were posed by the public attending the meeting in person and via the web-ex meeting. All questions were answered by the Advisory Committee and Paid Family and Medical Leave representatives.

### **7. Meeting Close**

Meeting adjourned at 12:00 pm.

Next meeting: Wednesday, November 13, 10:00 am – 12:00 pm | 321 16<sup>th</sup> Ave. S. Seattle WA 98114