

**TO: Executive Committee**

**DATE: 05/03/10**

**FROM: WIB Staff**

- For Discussion
- For Action
- For Information

**SUBJECT: Merced Ahead and Workforce Investment Board Community Meeting for Small Business Support facilitated by the National Association of Workforce Boards (NAWB) Update**

**PROPOSED MOTION(S): None. For Information Only.**

**DISCUSSION:** The NAWB continues to provide technical assistance to the Merced WIB by offering system innovation through the application of the “U-Process”. Representatives from NAWB have been working with the Merced Ahead group as well as WIB Staff to convene a community meeting on May 1<sup>st</sup> at the Merced Senior Center and May 15<sup>th</sup> at the Atwater Community Center from 9am-1pm. At these events, NAWB representatives honestly and boldly will ask how community members, service agencies and business leaders can create and sustain economic vitality in Merced. Through a Merced Ahead meeting held in January, individuals concerned about economic development were identified and invited to create projects and initiatives that meet the economic challenges in the community.

NAWB representatives plan to accomplish this work through identifying the leverage points in the community where a positive difference can be made for small businesses. All WIB members are encouraged to attend. An invitation letter/email/flyer has been developed and sent to interested parties (depending on individual information).

The May 1<sup>st</sup> event will focus on identifying leverage points and areas for change. The May 15<sup>th</sup> event will be focus on creating initiatives based on the shared understanding developed on the first day.

**ATTACHMENT(S): Merced Ahead and Workforce Investment Board Flyer for May 15, 2010 Meeting**

*Who would have thought?*



**Merced County: The best place in California to start and run a small business!**

It can happen but we need your help. We can create that possibility through conversations we have never had before. After our engaging opening meeting in January (with nearly 200 present) we clearly identified economic development and small businesses as very important to our vision of a thriving Merced County. Going forward, our next step is to come together to specifically focus on making small businesses successful in our county. We will do this through conversation and some innovative exercises to make this vision a reality!



Join “*Merced Ahead*” and the  
“*Merced County Workforce Investment Board*”  
as we continue this journey at a community gathering.



Won't you share a part of your Saturday with like-minded friends and neighbors to begin the discussion of how we can work together to help unlock the great promise of our community?

**Event:** Merced Ahead/WIB Second Meeting  
**Date:** Saturday, May 15<sup>th</sup>  
**Time:** 9:00 AM to 1:00 PM  
**Location:** Atwater Community Center  
750 Bellevue Road  
Atwater  
**Cost:** Your time and ideas

Seating is limited to the first 200 people who respond.  
Please RSVP to Cynthia at 724-2042 or email [pitd131@co.merced.ca.us](mailto:pitd131@co.merced.ca.us)