

**TO: Workforce Investment Board**

**DATE: 02/03/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**Meeting Notes**

**SUBJECT: MCEDCO Comprehensive Regional Marketing Plan**

**PROPOSED MOTION(S): Information Only**

**DISCUSSION:** The Department of Workforce Investment, on behalf of the Workforce Investment Board, will be collaborating with MCEDCO and other agencies in a comprehensive regional marketing plan. This will enable the leveraging of \$5,000 from the marketing budget to promote the WIB and Worknet of Merced County in accordance with the marketing plan.

**ATTACHMENT(S): N/A**