

**Workforce Investment Board
Marketing and Economic Development Committee
Meeting Agenda
PITD – Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
Wednesday, February 6, 2002
8:00 a.m. to 10:00 a.m.**

1. Call to Order and Roll Call
2. Agenda
3. Approve Minutes (December 5, 2001)Action
4. Opening Comments from the Chair
5. Public Opportunity to Speak
6. Agenda Items:
 - a. Briefing on PITD Monitoring Information
 - b. WIB Logo, Letterhead, Envelopes and Card Design.....Discussion
 - c. Marketing Plan and Strategic Choices.....Discussion
 - d. PowerPoint Training for the Executive CommitteeDiscussion
 - d. Briefing on “Meet the WIB” Contest..... Information
 - e. Review Changes to the Action/Work Plan and Address Action PlanAction
7. Next Meeting Date/Time
8. Adjourn

“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared, and thoroughly knowledgeable.”