

**Workforce Investment Board**  
**Marketing and Economic Development Subcommittee**  
**Private Industry Training Department**  
**Small Conference Room**  
**1880 West Wardrobe Avenue, Merced, CA**  
**February 6, 2002, 8:00 – 10:00 a.m.**  
**Meeting Minutes**

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**Members Present:** Kathy Andrade, Doreen Crawford, Sharon Cresswell, Kathleen Crookham, Carol Greenberg, Gisela Malone (Chair), Mike Sullivan

**Members Absent:** Susan Armstrong, Bill Cahill, John Fowler, David Riordan

**PITD Staff Present:** Marta Echevarria, Eddie Harding, Louie Martinez, Bob Molmen, Joanne Presnell

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1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:05 a.m. A sign-in sheet was used in lieu of roll call.
2. **Agenda** – The agenda was approved as published.
3. **Approval of Minutes** – It was *M/S/C Crookham/Sullivan* to approve the December 5, 2001 minutes.
4. **Opening Comments from Chair** – None
5. **Public Opportunity to Speak** – None present
6. **Agenda Items:**
  - a. **Briefing on PITD Monitoring** – Mr. Louie Martinez, Private Industry Training Department (PITD) Monitoring Unit, gave a PowerPoint presentation on monitoring duties regarding WIA contract compliance procedures and objectives.
  - b. **WIB Logo, Letterhead, Envelopes, and Card Design** – Members viewed several designs of business cards, letterhead, and envelopes displaying the approved Workforce Investment Board (WIB) logo in order to select a style for the stationery. Members opted to select the business card style recommended by Mr. William Bell. It was suggested that WIB members be contacted to see if they want WIB business cards since not all of them may want them. It was also suggested the Executive Committee member names be listed on the letterhead rather than the full WIB. Staff will contact Mr. Bell with the selections.
  - c. **Marketing Plan and Strategic Choices** – Members discussed the importance and need for a marketing plan and the need to incorporate Strategic Choices and goals set in the Action/Workplan. The Strategic Choices and Action/Workplan were reviewed. Members recommended an ad-hoc subcommittee workgroup be developed in order to facilitate the creation of the marketing plan, and merging of committee goals and Strategic Choices. It was unanimously agreed that Bill Cahill be the chair for the ad-hoc committee. The first meeting was set for February 20, 2002, at 8:00 a.m. in the PITD small conference room.

*“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.”*

- d. PowerPoint Training for the Executive Committee** – During the November WIB meeting, WIB members were asked to volunteer to give WIB PowerPoint presentations at various community organization functions and events. Staff will devise a luncheon/training for Executive Committee members facilitating these presentations. WIB members who volunteer to give presentations will also be able to attend the luncheon and/or review the information prior to presenting the WIB PowerPoint to interested groups. More information on the luncheon/training will be given to WIB members as it becomes available.
  - e. Briefing on “Meet the WIB” Contest** – WIB members have been invited to tour various workforce and economic development organizations throughout Merced County to help establish familiarity between these organizations and themselves. The WIB Chair will recognize members with the most tours at a future WIB meeting. The Action Business Center is scheduled for touring this month and members were encouraged to attend if possible.
  - f. Review Changes to the Action/Workplan and Address Action Plan** – Committee members suggested that changes to the workplan should also be made by the ad-hoc committee as mentioned earlier.
- 7. Next Meeting Date and Time** – The next Marketing and Economic Development Committee meeting is Wednesday, March 6, 2002, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), from 8:00 to 10:00 a.m.
- 8. Adjourn** - The meeting was adjourned at 9:32 a.m.

Minutes prepared by Marta Echevarria