

**Marketing and Economic Development Committee  
Meeting Minutes**

**PITD Small Conference Room  
1880 W. Wardrobe Avenue, Merced.**

**March 6, 2002  
8:00 to 10:00 a.m.**



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**Members Present:** Susan Armstrong, Bill Cahill, John Fowler, Gisela Malone (Chair), David Riordan, Mike Sullivan

**Members Absent:** Kathy Andrade, Doreen Crawford, Sharon Cresswell, Kathleen Crookham, Carol Greenberg

**PITD Staff Present:** Marta Echevarria, Eddie Harding, Joanne Presnell

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1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:07 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 Sullivan/Cahill* to approve the February 6, 2002 minutes.
4. **Opening Comments from Chair** – The Chair suggested future committee meetings be held at the Greystone Business Park to facilitate travel time for members.
5. **Introductions** – Not needed
6. **Public Opportunity to Speak** – None present
7. **Agenda Items:**
  - a. **Continue Marketing Plan Development** – The committee continued the marketing plan (See “Ongoing Marketing Strategy” worksheet).
  - b. **PowerPoint Training for the Executive Committee** – Staff noted a WIB PowerPoint luncheon/training to be provided March 12, 2002 for WIB members who will be speaking publicly during community engagements. A second luncheon/training will be provided March 21, 2002, for those who will be unable to attend the first training. All WIB members will be invited.
  - c. **Briefing on “Meet the WIB” Contest** – Members and staff gave a brief update and review of WIB tour sites recently visited. It was suggested that non-scheduled tours be provided to facilitate WIB members with strict schedules. Members also suggested tours be had during individual committee meeting times prior to holding their meeting. Staff will note the recommendation to the Executive Committee during their next meeting.
8. **Next Meeting Date and Time** – The next committee meeting is Wednesday, March 20, 2002, in the Greystone Business Park conference room (360 E. Yosemite Avenue, Merced), from 8:00 to 10:00 a.m.
9. **Adjourn** - The meeting was adjourned at 9:32 a.m.

Minutes prepared by Marta Echevarria

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*“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.”*