



Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
March 7, 2001, 8:00 a.m.
Meeting Minutes

Members Present: Elaine Trevino (Chair), Bill Cahill, Doreen Crawford, Dick Shipley, David Riordan

Members Absent: Sharon Cresswell, Kathleen Crookham, Chuck Dean

PITD Staff Present: Joanne Presnell, Bob Molmen, Marta Echevarria

Others Present: John Fowler, Merced County Business Economic Opportunities

1. Approval of Minutes - It was (*M/S/C Shipley/Cahill*) to approve the January 3, 2001 Marketing and Partnership Subcommittee minutes.

2. Review "Take-Away" Marketing Draft – The Committee reviewed the expanded version of the five Take-Aways for content. The Take-Aways were created to help define the Workforce Investment Board (WIB). It was motioned to present these Take-Aways at the next WIB meeting, and it was unanimously approved. The Chair commented the expanded version of the five Take-Aways will be presented to the WIB as an initial format, but will be revised for appearances later.

3. Review One-Page WIB Partner Chart/Layout – Committee members were given several attachments of visual charts reflecting partnerships between the private sector, WIB entities, and the one-stops. There was much discussion regarding ideas to improve the charts.

4. Tentative Review of Stanislaus County WIB PowerPoint Presentation – The Chair spoke to Terry Plett, Stanislaus County WIB, about their marketing efforts.

Committee members agreed it would be best to hire a marketing consultant to help with marketing issues. The consultant will develop a name and logo, which will ensure the Workforce Investment Board name and logo are consistent with the WorkNet one-stop partners and the Youth Council. It was commented that this would be worth the investment (monetarily and time-wise). The Chair will bring this up at the next Executive Committee meeting.

5. Tentative Speaker from Stanislaus County – Speaker was not present.

6. Other Comments – The Chair reported she had attended a WIB conference in Washington, DC regarding managing committee meetings. She brought back information covering a variety of topics regarding WIB priorities and other related material. Copies will be made and disbursed to committee members.

The Chair gave members a draft, tri-fold brochure detailing some basic information about the WIB, fashioned after the brochure used by the Northern Virginia WIB. The brochure includes member names,

"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."

affiliations, and what the WIB represents. It will be edited for appearance and corrections. The timeline for this project was set for the next committee meeting on 04/04/01.

7. Draft Marketing Committee Budget – The committee discussed the proposed marketing budget estimated costs. Revisions were made to the estimates. It will be brought before the March 8, 2001, Executive Board meeting. The total proposed budget for the balance of this fiscal year is \$20,250.00, with \$8,000.00 of it for the marketing consultant.

8. Next Meeting - The next meeting will be April 4, 2001, from 8:00 to 10:00 a.m. in the Private Industry Training Department small conference room (1880 West Wardrobe Ave, Merced). The Chair will be out of town on the day of the next meeting, and will be chaired by Bill Cahill.

The meeting was adjourned at 9:50 a.m.

Minutes prepared by Marta Echevarria