



Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
April 4, 2001, 8:00 a.m.
Meeting Minutes

Members Present: Bill Cahill, Sharon Cresswell, Kathleen Crookham, David Riordan, Dick Shipley

Members Absent: Elaine Trevino (Chair), Doreen Crawford

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

1. **Call to Order and Roll Call** – Self-introductions were made in lieu of roll call. Bill Cahill facilitated the meeting in absence of the Chair.
2. **Approval of Minutes** - It was (*M/S/C Riordan/Shipley*) to approve the March 7, 2001 Marketing and Partnership Subcommittee minutes.
3. **Approval of Agenda** – An information update was added to the agenda after item #6. It was (*M/S/C Riordan/Shipley*) to approve the agenda with the addition.
4. **Opening Comments from the Chair** – None
5. **Introductions** – None
6. **Public Opportunity to Speak** – None
7. **Information Update** –
 - a. The proposed budget for \$20,500, which included the contracting of a marketing consultant for the creation of the Workforce Investment Board (WIB) logo, name, letterhead and stationary was approved by the Executive Committee during the 03/30/01 meeting.
 - b. The handout, *Putting your WIB on the Political Map*, was provided to committee members per the Chair's request from the 03/07/01 meeting.
8. **Review Draft WIB Brochure** – The draft *WIB Brochure* was presented to the WIB during the March 22, 2001, meeting and received favorable comments from members. Minor editing will be done on members' titles of organizations. All members will be contacted for corrections. This will be a temporary brochure for WIB and one-stop members to utilize as an aid in explaining the Workforce Investment Board.
9. **Review and approve WIB/One-Stop Career Center Organizational Chart and WIB Organizational Chart** – Organizational charts were created to assist the WIB members understand the relationship between the WIB and the partners of the one-stop system. There were favorable comments regarding the *WIB/One-Stop Career Center Organizational Chart*.

"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."

Members felt the *WIB Organizational Chart* was appropriate but would like to consider adding colors to the chart should it become available to the public. The committee agreed to move the Executive Committee box to the left of the line of authority.

10. Review Northern Virginia WIB Power Point Presentation – There was a viewing of the Northern Virginia WIB Power Point presentation in which suggestions were made to create a Power Point presentation for the Merced County WIB. Staff will look into the possibility of creating this.

11. Next Meeting - The next meeting will be May 9, 2001, from 8:00 to 10:00 a.m. in the Private Industry Training Department, small conference room (1880 West Wardrobe Ave, Merced).

The meeting was adjourned at 9:07 a.m.

Minutes prepared by Marta Echevarria