

**Marketing and Economic Development Committee
Meeting Minutes**

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

**April 24, 2002
8:00 to 10:00 a.m.**



Members Present: Kathy Andrade, Susan Armstrong, Bill Cahill, Sharon Cresswell, John Fowler, Carol Greenberg, Gisela Malone (Chair), David Riordan, Mike Sullivan

Members Absent: Kathleen Crookham

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

Others Present: Ginevra Venerosi Pesciolini

1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:03 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 Armstrong/Cahill* to approve the March 6, 2002 minutes.
4. **Opening Comments from Chair** – The Chair commented the Workforce Investment Board (WIB) logo should be applied to all marketing materials per the WIB Executive Committee. It was suggested the logo be displayed on all promotional items sponsored by the WIB. A question of whether to continue generating marketing material before a marketing plan has been completed was asked. Members determined materials should continue to be produced on an “as needed” basis until the marketing plan and budget have been determined. The committee asked for more information regarding the existing relationship(s) between the WIB, Worknet, and One-Stop Partners, and suggested this be a refresher course for the entire WIB during a future meeting or retreat.
5. **Introductions** – Guests and members gave brief, self-introductions.
6. **Public Opportunity to Speak** – None
7. **Agenda Items:**
 - a. **Continue Marketing Plan Development** – The committee continued the marketing plan (See “Ongoing Marketing Strategy” worksheet).
 - b. **Youth Employability Card** – Samples of the Youth Employability Card program flyers, postcards, and brochures were distributed to all members. Employers will be educated about the card’s benefits via a special committee that is currently working on marketing the employability card. In order to review the criteria and promote the employability card, the committee is meeting with high school principals on May 15, 2002.

- c. **Samples of Collateral Materials Used** – Samples of WIB and Worknet collateral materials (brochures, flyers, etc.) were viewed. Members discussed ideas regarding displaying the material in different locations. It was commented chamber mixers would be a good way to promote the WIB and Worknet Employment Resource Center.
 - d. **Briefing on “Meet the WIB” Contest** – Committee members were reminded that WIB tours are available and were encouraged to visit the sites.
 - e. **Worknet of Merced County Employment Resource Center Tour** – Several committee members toured the Worknet Employment Resource Center. They will receive credit for attending the tour.
8. **Next Meeting Date and Time** – The next committee meeting is Wednesday, May 8, 2002, at the Action Business Center (2000 M Street, Merced), from 8:00 to 10:00 a.m.
9. **Adjourn** - The meeting was adjourned at 9:22 a.m.

Minutes prepared by Marta Echevarria