

Marketing and Economic Development Committee

Private Industry Training Department
1880 W. Wardrobe Avenue, Merced.

July 3, 2002, 8:00 to 10:00 a.m.

Meeting Minutes



**WORKFORCE
INVESTMENT BOARD**
MERCED COUNTY

Members Present: Susan Armstrong, Mike Boardman, Bill Cahill (Co-Chair), Sharon Cresswell, Kathleen Crookham, John Fowler, Mike Sullivan, David Riordan

Members Absent: Carol Greenberg, Gisela Malone (Chair)

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

1. **Call to Order** – The Co-Chair called the meeting to order at 8:06 a.m. A sign-in sheet was used in lieu of roll call.
2. **Agenda Items** – The agenda items were approved with the following addition:
 - a. Item 7d was added as “Youth Employability Card”.
3. **Approve Minutes (April 24, 2002)** – It was *M/S/C Fowler/Armstrong* to approve the minutes.
4. **Opening Comments from Chair** – None
5. **Introductions** – Members gave brief, self-introductions.
6. **Public Opportunity to Speak** – None
7. **Agenda Items:**
 - a. **Implement the WIB’s Portion of the Marketing Plan** – Members reviewed the Marketing Plan and agreed to change the wording on Section 1 - “Position Statement”, under the “Products and Services” category, third (3rd) bullet point, to read: “Assistance to economic development organizations in presenting and marketing resources to perspective employers”, and fourth (4th) bullet point to read: “Entrepreneurial development and follow-up services”. It was *M/S/C Fowler/Riordan* to approve the WIB and Worknet Marketing Plan with the aforementioned changes.

It was also *M/S/C Sullivan/Crookham* that the Chair address the WIB Executive Committee to stress implementation of this marketing plan.

There was discussion regarding the upcoming Private Industry Training Department (PITD) “name change” contest among its employees. It was strongly encouraged that committee members be allowed to preview the selected name. Staff will inform PITD Administration of the recommendation.
 - b. **Briefing on “Meet the WIB” Contest** – Committee members were reminded that WIB tours are available and were encouraged to visit the sites.

- c. **Schedule Future Meetings** – Committee members scheduled the first Wednesday of the month as their meeting interval.
- d. **Market Youth Employability Card** – Staff reported the Youth Employability Card is currently being marketed to Merced County employers and high school students. Committee members agreed to contact five (5) or six (6) employers from the Employer List to inform them about the Youth Employability Card. Staff will follow up on this task and contact committee members to provide them with more information.

It was suggested committee members “adopt” a school and promote the Youth Employability Card during school assemblies. Sharon Cresswell volunteered to submit Youth Employability Card information to all vendors at the Merced Job Fair on October 12, 2002.

- 8. **Next Meeting Date and Time** – The next committee meeting is Wednesday, August 7, 2002, from 8:00 to 10:00 a.m. Members will be contacted with the location prior to the meeting.
- 9. **Adjourn** - The meeting was adjourned at 9:20 a.m.

Minutes prepared by Marta Echevarria and Shavonne Silva