

**Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Large Conference Room
1880 West Wardrobe Avenue, Merced, CA
July 6, 2001, 8:30 a.m.
Meeting Minutes**

Members Present: Doreen Crawford, Sharon Cresswell, Dick Shipley, David Riordan, Elaine Trevino (Chair)

Members Absent: Bill Cahill, Kathleen Crookham

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

Others Present: Rebecca Lincoln, Rosemarie Perez, Frank Rybka, Sandy Teague

1. **Call to Order and Roll Call** – A sign-in sheet was used in lieu of roll call. The Chair called the meeting to order at 8:34 a.m.
2. **Approval of Minutes** – It was *M/S/C Riordan/Cresswell* to approve the June 6, 2001 minutes.
3. **Approval of Agenda** – It was *M/S/C Crawford/Shipley* to approve the agenda as published.
4. **Opening Comments from the Chair** – The Request for Proposal (RFP) of marketing consultant bidders were reviewed, scored, and ranked during the 06/21/01 meeting by the evaluating committee. Two finalists were selected to present their proposals during this meeting.
5. **Introductions** – None
6. **Public Opportunity to Speak** – None
7. **Review Work Plan (goals and objectives)** – Members received a revised version of the goals and objectives worksheet to review. Because the committee is currently focusing on dealing with marketing items on the worksheet, some items were edited/merged for time management purposes.
8. **Review Workforce Investment Board (WIB) Draft Dialogue for PowerPoint Presentation** – This item was tabled for the next meeting due to a shortage of time.
9. **WIB Marketing Consultant Finalists:**
 - a. **Parola Design Associates, Fresno (9:00 a.m.)** - Mr. Michael Parola was present to answer questions regarding his experience and understanding of the RFP.
 - b. **Wm. Bell & Company, Santa Rosa (9:45 a.m.)** - Mr. William Bell also answered questions regarding his experience and understanding of the RFP, made a presentation on his related experiences, and provided members with samples of his work.

Preferences, price quotes, and other related material, given by both presenters were discussed. Members were asked to review their notes on the selected finalists and submit their choice to Bob Molmen by 5:00 p.m. on Friday, July 13, 2001. They were asked to include a brief statement on why they selected one individual over the other. The selected individual will be recommended to the WIB and Board of Supervisors (BOS) for action during their next meeting (WIB – 07/26/01; BOS – 07/31/01).

10. Next Meeting Date and Time – A special meeting to review the RFP voting results will be held Thursday, July 19, 2001, at 8:30 a.m. in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced).

11. Adjourn - The meeting was adjourned at 10:08 a.m.

Minutes prepared by Marta Echevarria