

**Workforce Investment Board
Marketing and Partnerships Subcommittee
Meeting Agenda
PITD – Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
Wednesday, August 1, 2001
8:00 a.m. to 10:00 a.m.**

1. Call to Order and Roll Call
2. Approve 07/06/01 MinutesAction
3. Approval of Agenda.....Action
4. Opening Comments from the Chair
5. Introductions
6. Public Opportunity to Speak.....
7. Overview of WIB Marketing Committee Goals
8. WIB Power Point Presentation
9. WIB Identity and Logo Development Timelines.....
10. Local Radio Listening Demographics
11. Next Steps
12. Adjourn

“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.”