

Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
August 1, 2001, 8:00 – 10:00 a.m.
Meeting Minutes

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

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

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 8:09 a.m.
2. **Approval of Minutes** – It was *M/S/C Cresswell/Crawford* to approve the June 6, 2001 minutes.
3. **Approval of Agenda** – The order of items 7 and 8 were reversed. Item 10 will be discussed during the next committee meeting, however, Sharon Cresswell will comment on the subject item. It was *M/S/C Crookham/Cresswell* to approve the agenda with the changes.
4. **Opening Comments from the Chair** – None
5. **Introductions** – Eddie Harding is the Private Industry Training Department (PITD) Marketing Communication Specialist and will be assisting with the Workforce Investment Board (WIB) PowerPoint presentation.
6. **Public Opportunity to Speak** – None
7. **WIB PowerPoint Presentation** – The WIB PowerPoint presentation was viewed, and members made favorable comments. It was noted the presentation could be revamped to suit targeted audiences. Adding more statistical data, and pictures of the one-stops in Merced, Livingston, and Los Banos, as well as adding the presentation to the WIB website were discussed. It was also suggested a “speakers kit” be created to help board members with the presentation. Volunteers will be solicited as PowerPoint speakers during the September WIB meeting. Members shared ideas on where presentations could be given. PITD staff will check on collecting meeting calendars from various groups for future WIB presentations.
8. **Overview of WIB Marketing Committee Goals** – Members were provided a copy of the committee goals and they were discussed. Per goal objectives 1.1.6 – 1.1.8, it was recommended that PITD, Employment Development Department (EDD), and Merced College meet with some Merced County economic developers to deal with effectively linking economic development with employment and training workforce issues. Bill Cahill will set up the meeting.
9. **WIB Identity and Logo Development Timelines** – It is expected the Board of Supervisors (BOS) will approve the consultant selected for the development of the WIB identity and logo during their

“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.”

meeting on August 14, 2001. A work group, consisting of WIB members and PITD staff, will then begin negotiations with the selected marketing consultant.

10. Local Radio Listening Demographics – Sharon Cresswell will make available radio audience statistics during the September committee meeting. The committee discussed targeted audiences, and requested PITD staff provide statistical information on clientele served in order to see who/how many people are utilizing One-Stops as their workforce resources. This information will be provided at the September meeting.

11. Next Steps – The changes for the PowerPoint presentation, list of employer associations and service clubs, and radio statistic information will be presented at the September meeting.

It was recommended a representative from UC Merced be contacted to talk about employment needs, and also a representative from the Atwater Federal Prison give an update on its progress. This will be scheduled for the October meeting.

12. Next Meeting Date and Time – The next meeting will be Tuesday, September 5, 2001, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced) at 8:00 a.m.

13. Adjourn - The meeting was adjourned at 9:40 a.m.

Minutes prepared by Marta Echevarria