

**Workforce Investment Board of Merced County
Marketing and Economic Development Committee
Employment Development Department (Yosemite Room)
1205 W. 18th Street, Merced, CA
Wednesday September 4, 2002 - 8:00 to 10:00 a.m.
Meeting Agenda**



1. Call to Order and Roll Call
2. Approve Agenda
3. Approve Minutes (July 3, 2002)
4. Introductions
5. Public Opportunity to Speak
6. Information Agenda
- a. Implement the WIB's Portion of the Marketing Plan
- b. Review Youth Employability Card Radio Ad and PSA
- c. Discuss Hispanic Radio/News Media and Chamber as a Vehicle to Promote Worknet
- d. Discuss Method of Measurement for Success of Marketing Plan
- e. "Meet the WIB" Contest Briefing
7. Chair Comments
8. Next Meeting Date/Time.....
9. Adjournment
10. Tour EDD

“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.”