

**Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
September 5, 2001, 8:00 – 10:00 a.m.
Meeting Minutes**

Members Present: Bill Cahill, Sharon Cresswell, Dick Shipley, Elaine Treviño (Chair)
Members Absent: Doreen Crawford, Kathleen Crookham, David Riordan
PITD Staff Present: Marta Echevarria, Eddie Harding, Bob Molmen, 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 8:14 a.m.
2. **Approval of Agenda** – The following changes were made to the agenda:
 - a. Item 2 – “Approval of Minutes” was moved to Item 11 due to lack of a quorum at the time.
 - b. Item 10 was changed to “Other Central Valley WIB Marketing Plan Budgets”
 - c. Item 11 – “Adjournment” was moved to Item 15
 - d. Item 12 – “Job Fair Information” was added
 - e. Item 13 – “Committee Chair Selection” was added.
 - f. Item 14 – “Next Meeting Date and Time” was added.

Although no formal motion was made, the agenda was approved with the changes.

4. **Opening Comments from the Chair** – None
5. **Introductions** – None
6. **Public Opportunity to Speak** – None present.
7. **WIB Marketing RFP Update** – It is expected the Request for Proposal (RFP) for the marketing consultant will be approved at the next Board of Supervisors’ meeting, 09/18/01. A work group consisting of Workforce Investment Board (WIB) members and staff will then begin negotiations with the consultant.
8. **Revised WIB PowerPoint Presentation** – The revised WIB PowerPoint presentation was viewed. It was noted the presentation could be tailored to suit targeted audiences and/or speakers. It was suggested the WIB telephone number be added to the presentation. Staff distributed a calendar worksheet entailing various organizations’ meeting dates and times for possible future WIB PowerPoint presentations. Sharon Cresswell volunteered to be the WIB speaker for the North Merced Rotary Club meeting on 11/13/01. A speaker is needed for a tentative speaking engagement on 11/27/01 at the Merced Golden Lions. Volunteers will be solicited as WIB PowerPoint speakers during the next WIB Executive Committee meeting and full WIB meeting on 09/27/01. The Chair requested that questions raised during these presentations be written down in order to better prepare for other presentations.

“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.”

9. Radio Marketing Statistics – Sharon Cresswell provided Merced County radio audience demographics based on Hispanic listeners between the ages of 18-49 years old and with a combined household income of under \$50,000 per year. It was noted most listeners are tuned to Buckley Radio stations (Hot 105 and KUBB Country), and noted these statistics depend on specific criteria and location. Spanish speaking listeners in Merced County, for example, boost Spanish-speaking radio station listening statistics. This information will be utilized to help market the WIB and Worknet to a vast variety of prospective customers. Budget expenditures will be primarily used to develop the combined WIB, Worknet, and Youth Council logo and identity.

10. Other Central Valley WIB Marketing Plan Budgets – Marketing budget information was requested from other WIBs. It was learned that most are still developing their marketing plan and budget. Information obtained will be utilized to assist in making sensible strategic marketing decisions. Tulare County Workforce Investment Board, Inc. responded with their “2001/2002 Marketing Plan”. It gives an overview of their marketing plan, targeted audiences, and strategies, but does not include actual estimated costs. Ideas were shared regarding soliciting marketing information from other WIBs.

11. Approval of Minutes – It was *M/S/C Cahill/Cresswell* to approve the August 1, 2001 minutes.

12. Job Fair Information – KUBB Country is hosting a Job Fair, scheduled 10/13/01 at the Merced County Fairground’s Commerce Building from 10:00 a.m. to 2:00 p.m. There is space for 50 exhibitors; however, only 33 have been scheduled to date. Organizations outside of Merced County have signed up as exhibitors. The registration form was restructured in order to obtain more public sector data, and a follow-up survey is currently under development.

13. Committee Chair Selection – Elaine Treviño accepted the position of Assistant Secretary of International Trade and Agri-Tourism for the State Department of Food and Agriculture in Sacramento, CA and will be working for Governor Gray Davis. Ms. Treviño will be moving to Sacramento, and will resign from the Merced County WIB. It was decided the WIB Chair should appoint another Marketing and Partnerships Committee Chair. Congratulations Elaine!

14. Next Meeting Date and Time – The next meeting will be Wednesday, October 3, 2001, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), at 8:00 a.m.

15. Adjourn - The meeting was adjourned at 9:46 a.m.

Minutes prepared by Marta Echevarria