

**Workforce Investment Board of Merced County  
 Marketing and Economic Development Committee  
 Merced County Office of Education, Clark Room (Bldg M)  
 632 W. 13<sup>th</sup> Street, Merced, CA  
 Wednesday, October 2, 2002 - 8:00 to 10:00 a.m.  
 Meeting Agenda (REVISED)**



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1. Call to Order and Roll Call .....
  2. Approve Agenda .....
  3. Approve Minutes (September 4, 2002) .....
  4. Introductions .....
  5. Public Opportunity to Speak .....
  6. Tour MCOE Media and Studio Department .....
  7. Action Agenda .....
    - a. Add Language to Marketing Plan on Use of WIB Logo in Advertising and Marketing
    - b. New WIB Polo Shirts .....
  8. Information Agenda .....
    - a. Discuss WIB Newsletter .....
    - b. Youth Employability Card (YEC) Radio Ad .....
    - c. Request for Additional Marketing Funds for YEC from Youth Council .....
    - d. Update on Worknet Open House .....
    - e. Update on Marketing Being Conducted (i.e., Billboards) .....
    - f. "Meet the WIB" Contest Briefing (Discuss Status of This Contest) .....
  9. Chair Comments .....
  10. Next Meeting Date/Time .....
  11. Adjournment .....

"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."