

Workforce Investment Board
Marketing and Partnerships Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
October 3, 2001, 8:00 – 10:00 a.m.
Meeting Minutes

Members Present: Bill Cahill, Doreen Crawford, Sharon Cresswell, Kathleen Crookham, Giselle Malone (Chair), Dick Shipley

Members Absent: David Riordan, Elaine Treviño

PITD Staff Present: Dave Davis, Marta Echevarria, Eddie Harding, Bob Molmen

Others Present: William Bell, Robert Reed, Sandy Teague

1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:18 a.m. A sign-in sheet was used in lieu of roll call.
2. **Introductions** – Committee members made introductions, since the Chair is new to the position.
3. **Approval of Minutes** – It was *M/S/C Cahill/Crawford* to approve the September 5, 2001 minutes.
4. **Approval of Agenda** – Item 5 – “Introductions”, was moved to Item 2, and all other items were moved down one. It was *M/S/C Crookham/Cahill* to approve the agenda with the changes.
5. **Opening Comments from the Chair** – The Chair introduced herself to committee members.
6. **Public Opportunity to Speak** – None present.
7. **Action Items:**
 - a. **Negotiate the Contract for the Services of Wm. Bell and Company to Develop a Logo for the Workforce Investment Board (WIB)** – Sandy Teague, Deputy Director of Merced County General Services, briefed committee members on contract negotiation regulations. He recommended members negotiate a proposal that would require less work, but maintain the original scope of work proposed. Members received handouts of Mr. Bell’s new proposal, which included a reduced bid for services. The new budget proposal is almost half of the original price proposal. Mr. Bell was able to reduce costs by decreasing the amount of work needed to develop a logo and by reducing the price of his travel expenses. He discussed several ideas for the WIB identity that will include a brochure, stationery, business cards, and envelopes. He recommended the Review Panel select a local printer to which work would be going.

There were two (2) discrepancies in the budget proposal from Mr. Bell:

 - 1) the “Name Research” in Phase 1 of the Logo Art Costs by Phase of Development should be just “Research”, since the WIB already has a recognized name. The “research” incorporates studying the local region for identity purposes and the combined Worknet, WIB, and Youth Council logo; and

“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.”

- 2) the "Program Project Costs" on page 13 were reviewed. Mr. Bell agreed that the hours listed opposite the expense categories were inconsistent with the narrative. When the rate per hour was interpolated using the hours and quoted amount, the per hour cost of "design" work ranged from \$167/hr to \$104/hr. The same is true for "administration" for which the hourly rate ranged from \$50/hr to \$125/hr. Mr. Bell agreed to provide a corrected narrative.

Mr. Bell requested a 30% deposit be paid prior to services being rendered, but stated it was not necessary if the County is unable to pay up-front costs. Sandy Teague noted the County generally does not pay up-front costs, but will look into this possibility in light of Mr. Bell's generous reduction of the original proposed budget expenditures.

A timeframe for the proposal was discussed. Mr. Bell stated his company would be able to complete the contract propositions within a 3-month timeframe. It was noted a target date would be set within the contract, but Mr. Bell would not be penalized if he did not meet the written timeframe.

Members recommended the contract contain language to the effect that the WIB has full ownership of the logo and identity, as well as receive the original artwork for printing purposes. Also, have the contract state the end product will be given to the WIB in electronic and hardcopy formats. General Services and staff will draw up and finish the final contract with Mr. Bell and forward copies to all committee members, as well as locate a local printer if Merced County Duplicating Services is unable to produce the desired material.

It was *M/S/C Crookham/Shiple*y to accept the proposal for up to \$10,210 to be negotiated by Merced County General Services and Mr. William Bell and Company for the development of the WIB logo and identity. A special meeting will be held to begin working with Mr. Bell on the proposed contract items.

- b. Need a Volunteer to Present PowerPoint Presentation at Merced Golden Lions Club Meeting (11/27/07 – 7:00 p.m.)** – The committee decided to e-mail and/or fax all WIB members petitioning volunteers for a Speakers Panel for PowerPoint presentations to various community organizational meetings. Staff will also develop a letter from the committee Chair requesting WIB members volunteer for the Speakers Panel. Bill Cahil volunteered to speak at organizational meetings outside of Merced. Dick Shiple y volunteered to be a backup speaker for the Merced Golden Lions Club November meeting if there were no other volunteers. It was *M/S/C Shiple y/Crawford* to establish a Speakers Bureau.

8. Next Meeting Date and Time – A special working meeting of the Review Panel for the Marketing and Partnerships Committee with Mr. William Bell will be held on Wednesday, October 17, 2001, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), at 8:00 to 10:00 a.m.

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

Minutes prepared by Marta Echevarria

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