

**Workforce Investment Board
Marketing and Economic Development Committee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
October 17, 2001, 8:00 – 10:00 a.m.
Special Meeting Minutes**

Members Present: Susan Armstrong, Doreen Crawford, Sharon Cresswell, Carol Greenberg, Gisela Malone (Chair), Dick Shipley

Members Absent: Kathy Andrade, Bill Cahill, Kathleen Crookham, David Riordan

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

Others Present: William Bell

1. **Call to Order** – The Chair called the meeting to order at 8:11 a.m.
2. **Introductions** – New committee members, Carol Greenberg and Susan Armstrong, were introduced. Kathy Andrade is also a new member on this committee.
3. **Review Draft WIB Logos** – Mr. William Bell made 29 draft WIB logos available for viewing and asked that members select those that were appealing to them.

Mr. Bell explained his company produces rough drafts consisting of three concepts:

- a. The “Seal Concept” is a formal approach to creating business logos.
- b. The “Graphic Concept” is a hard-hitting and visual approach to developing logos.
- c. The “Fundamentals and Type Concept” builds graphics and various font styles around the Workforce name.

Mr. Bell explained he brought black and white drafts because colorful logos would distract the viewer from the images being shown. When a logo is selected, they will be able to manipulate the draft in such a way that will please all viewers. He also explained that his company used Merced County’s historical, agricultural and technological background to develop the draft logos, and provided members a handout of the logos in small print so members could see what they may look like on letterhead and stationery.

Members eliminated some of the logos, and Mr. Bell noted the most favorable ones according to members. He will work on developing and enhancing these for the next committee meeting, and members can then either select the draft logo or reduce the remaining logos to a select few. The enhanced logos will be displayed on William Bell’s website within the next four (4) working days. Mr. Bell will notify Gisela Malone and provide the location of the logos, once displayed, by the members review. The process will begin again until a logo has finally been selected.

4. **Next Meeting Date and Time** – The next meeting will be Wednesday, November 7, 2001, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), at 8:00 a.m.

5. **Adjourn** - The meeting was adjourned at 9:51 a.m.

Minutes prepared by Marta Echevarria

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“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.”