

Workforce Investment Board
Marketing and Economic Development Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
November 7, 2001, 8:00 – 10:00 a.m.
Meeting Minutes

Members Present: Susan Armstrong, Bill Cahill, Doreen Crawford, Sharon Cresswell, John Fowler, Gisela Malone (Chair), Mike Sullivan

Members Absent: Kathy Andrade, Kathleen Crookham, Carol Greenberg, David Riordan, Dick Shipley

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

Others Present: William Bell, Greg Kramp

1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:08 a.m. A sign-in sheet was used in lieu of roll call.
2. **Approval of Agenda** – It was *M/S/C Crawford/Cresswell* to approve the agenda as published.
3. **Approval of Minutes** – It was *M/S/C Armstrong/Crawford* to approve both the 10/03/01 and the 10/17/01 minutes.
4. **Public Opportunity to Speak** – None
5. **Agenda Items:**
 - a. **Gary Kramp, Human Resource Director at UC Merced** – Mr. Kramp spoke to committee members regarding employment opportunities at UC Merced. The campus currently has 97 employees in offices located in Merced, Fresno and Bakersfield. They expect to have 200-250 employees by the time the campus opens in August 2004. Mr. Kramp explained, the campus will primarily be a research university, meaning it will be a PhD granting university. Therefore, they are expecting to fill several academic administrative positions first. It is expected the campus will bring a number of other local employment opportunities. Mr. Kramp also stated the university will encompass the latest high-tech buildings and structures and may bring employment opportunities for those in the building and construction trades.
 - b. **William Bell, William Bell & Company** – Mr. William Bell presented the enhanced 12 logos chosen during the last meeting by the committee. Each of the 12 logos had three (3) variant logo designs from which the committee narrowed down to four (4) preferred logos. Mr. Bell will enhance these final logos once more, add color to them, and bring them back to the next working meeting on November 28, 2001, in order for members to select the WIB logo or to narrow the list down to the final two (2). Mr. Bell also presented various revisions of the Youth Council logo and committee members chose three (3) of the logos, but decided to include the Youth Council Chair and Vice-Chair in the final selection of the youth logo.

- c. Briefing on “Meet the WIB” Contest** – Committee members were invited to attend the ROP tour for the Workforce Investment Board (WIB) members at the Wolfe Education Center on 11/14/01. It was suggested the tours be kept to a maximum of one (1) hour in order to accommodate members who have busy work schedules. Staff will confirm the proposed time with the ROP contact person and update WIB members of the time schedule.
- d. WIB Speakers Bureau** – Sharon Cresswell updated members on her experience presenting the WIB PowerPoint slides to the North Merced Rotary group. She stated the presentation was not received well by some members. Committee members shared suggestions to make the presentation more presentable to specific audiences. It was noted the PowerPoint Presentation could be revamped to target particular groups in the future. Members also recommended that a presentation be developed to highlight particular areas of the WIB, and noted the Worknet One-Stop Career Center and Youth Council activities could be used for this purpose. It was suggested the presentation be sent to committee members electronically so they will be able to make more suggestions at the December committee meeting.

6. Chair Comments – The Chair noted Bill Cahill will serve as Vice-Chair of the WIB Marketing and Economic Development Committee.

7. Next Meeting Date and Time – A special working meeting of the Marketing and Economic Development Committee with Mr. William Bell will be held on Wednesday, November 28, 2001, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), at 8:15 to 10:00 a.m.

8. Adjourn - The meeting was adjourned at 10:11 a.m.

Minutes prepared by Marta Echevarria