

Workforce Investment Board
Executive Committee
1880 W. Wardrobe Ave
7:30-9:00 a.m., November 7, 2005
Working Group Notes



<http://web.co.merced.ca.us/wi/wib/wib.html>

Members Present:

Nellie McGarry (Chair) Albert Montejano

Members Absent:

Kathleen Crookham Rick Osorio Mike Smith Mike Sullivan (Vice Chair)

Others Present:

Andrea Baker Dave Davis Dee Knight Anne Newins
Joanne Presnell Robin Shepard Jackie Walther-Parnell

1. Call to Order/Roll Call: At 7:47 a.m., the Chair noted the regular meeting would be canceled due to lack of a quorum. The Chair convened a workgroup to discuss the agenda item.

2. Action Agenda:

a. Financial Support for Marketing Seminar: Mr. Robin Shepard, Merced College Foundation Manager, noted the college Board of Trustees are interested in having a lecture series for the community. To do this, they need the financial support of the community. They contacted Mr. Jay Conrad Levinson to share his marketing techniques/strategies with the local businesses in a full-day seminar format. The seminar will be held Saturday, February 25, 2006, 9:00 a.m.-4:00 p.m., at the Community College Theater. The cost to attend would be \$25 per person, which includes lunch. Mr. Levinson's fee is \$30,000. Mr. Shepard said the majority of the fee has been raised. He needs approximately 10-12 thousand dollars. The Merced Sun-Star and Radio Merced are donating \$15,000 and \$7,500, respectively, for advertising.

Mr. Shepard is asking the Workforce Investment Board (WIB) to contribute \$5,000 in support of this marketing seminar. It was noted this is a great opportunity for the WIB to support the business community, and also get recognition through the advertising. The Chair stated this request would be presented to the WIB at its November 10, 2005 meeting.

3. Next Meeting: December 5, 2005, Dept of Workforce Investment Small Conference Room, 1880 W. Wardrobe Ave.

4. Adjourn: The Working Group adjourned 8:25 a.m.