

Workforce Investment Board
Marketing and Economic Development Subcommittee
Private Industry Training Department
Small Conference Room
1880 West Wardrobe Avenue, Merced, CA
December 5, 2001, 8:00 – 10:00 a.m.
Meeting Minutes

Members Present: Doreen Crawford, Sharon Cresswell, Kathleen Crookham, John Fowler, Carol Greenberg, Gisela Malone (Chair), David Riordan, Dick Shipley, Mike Sullivan

Members Absent: Kathy Andrade, Susan Armstrong, Bill Cahill

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

1. **Call to Order and Roll Call** – The Chair called the meeting to order at 8:07 a.m. A sign-in sheet was used in lieu of roll call.
2. **Approval of Agenda** – It was *M/S/C Fowler/Crawford* to approve the agenda as published.
3. **Approval of Minutes** – It was *M/S/C Riordan/Fowler* to approve the November 7, 2001 minutes.
4. **Opening Comments from Chair** – None
5. **Introductions** – Not necessary
6. **Public Opportunity to Speak** – None
7. **Agenda Items:**
 - a. **Review WIB Logo Selection** – The final two (2) selected logos were presented in various printed formats. One of the two logos will be presented to the Workforce Investment Board (WIB) members for recommendation as the selected WIB logo. There was discussion regarding the different aspects and meaning of each logo. Members commented the “sun-shaped” logo would best compliment the Youth Council logo because of its shape and colors. The logo has an industrial technological appeal, and the design gives the feeling of growth. It was *M/S/C Crookham/Fowler* to accept and recommend the logo to the WIB as the Workforce Investment Board logo. Committee members reserved the right to change the font of the logo and business card at a later meeting.
 - b. **Review WIB PowerPoint** – The WIB PowerPoint presentation was made available to committee members. Mr. Dick Shipley noted the presentation was favorably received at the Merced Golden Lions Club meeting. He indicated a new member might be recruited due to feedback he received from those attending the meeting. Mr. Shipley believes the presentation was favorably received because he reviewed it with staff prior to the meeting. It was recommended that it would be even more effective if private sector WIB members gave the presentation at future speaking engagements. The Chair will present the recommendation to the WIB Executive Committee and request that WIB private sector members be solicited to

“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.”

volunteer for speaking engagements. It was also recommended that members be required to give the presentation at least once yearly. The Chair will also take this recommendation to the Executive Committee during its next meeting.

c. Briefing on “Meet the WIB” Contest – WIB members have been invited to tour various workforce and economic development organizations throughout Merced County. These tours help establish familiarity between these organizations and WIB members. At WIB Committee meetings, members will report on their visits and a hole will be punched through WIB member’s cards. The WIB Chair will recognize members with the most tours at a future WIB meeting. It was recommended that tours not be scheduled until next year because most members are busy at this time of year. Staff announced that there is only one (1) more tour scheduled before the end of the year. It was also recommended the Action Business Center be included on the WIB tour. Staff will follow up with this request.

d. Review and Update Committee Goals – Committee members reviewed the committee action plan tasks and status of their goals. It was noted the dates on the “By When” columns would have to be revised. Members made several suggestions to update the goals. Staff will revise the committee goals and present them at the next committee meeting.

8. Other Business – Mr. Shipley announced this would be his last committee meeting since he plans to retire from the California State Department of Rehabilitation at the end of the month. He will also be resigning from the WIB. Mr. Dean Cormany, District Administrator for the Department of Rehabilitation of Fresno District, will be submitting his application for WIB membership consideration as a replacement for Mr. Shipley. The Chair thanked Mr. Shipley for his work on the committee, and everyone wished him a happy retirement. Mr. Shipley will be missed.

9. Next Meeting Date and Time – The January meeting was cancelled. The next Marketing and Economic Development Committee meeting is Wednesday, February 6, 2002, in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), from 8:00 to 10:00 a.m.

10. Adjourn - The meeting was adjourned at 9:40 a.m.

Minutes prepared by Marta Echevarria