



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

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**Members Present:** Elaine Trevino (Chair), Sharon Cresswell, Bill Cahill, Kathleen Crookham

**Members Absent:** Doreen Crawford, Chuck Dean, David Riordan, Dick Shipley

**PITD Staff Present:** Joanne Presnell, Bob Molmen, Marta Echevarria

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**I. Approval of Minutes** - It was (M/S/C Cahill/Crookham) to approve the December 6, 2000 Marketing and Partnership Subcommittee minutes.

**II. Review WIB Mission/Introductory Statement** - Referring to the five takeaways in the December 6, 2000, minutes, Elaine explained that these takeaways were created to help board members understand what differentiates the Workforce Investment Board (WIB) from Private Industry Training Department (PITD). It was decided to replace the fifth takeaway; *The WIB invests in the labor force*, to read instead that *the WIB is a private/public organization or entity*.

There was a discussion about creating an organizational chart that will reflect the partnerships between the private sector, WIB entities, and the one-stops. This will help board members visually understand how the WIB coordinates with other agencies.

**III. Examine Other WIB Marketing Plans** - Elaine researched four (4) other WIBs in California (Fresno, Kern, San Joaquin and Solano Counties) with the assistance of California Association of Local Economic Development Corporation (CalEd). The information provided from these WIBs brought about much discussion regarding a logo for the Merced County WIB. Elaine mentioned that if the committee had to choose between a logo or a newsletter and publication it would be best to choose the newsletter and publication. A suggestion was made to create a quarterly newsletter that would include board member profiles and their organizations, committee reports and the highlights of progress.

There was much discussion regarding developing or creating a quarterly newsletter/article, WIB Fact Sheets, brochures and also having WIB speakers at service clubs. Elaine will look into inviting the Stanislaus Marketing consultant to a future committee meeting to discuss what their county WIB is doing regarding marketing procedures and to assist in developing a marketing plan. Bill suggested that the committee should decide on the target population that will be marketed before the committee proceeds. It was agreed by all, that it should be marketed towards businesses and also clients. It was stated that a marketing consultant would be able to cover all the variables of marketing the WIB and would also give the committee an overall view of costs and work that needs to be done.

*“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.”*

There was also a discussion regarding the name "Workforce Investment Board". In order to make it more marketable, it was suggested to utilize the name "Worknet" instead of the WIB.

**IV. Determine Steps for the Development of a Marketing Strategy** - Elaine will set-up an appointment with the Stanislaus Marketing consultant for the February 7, 2001 committee meeting.

**V. Confirm Committee Meeting Dates** – It was determined that the next committee meetings will usually be held on the 1<sup>st</sup> Wednesday of every month. The Marketing and Partnership Committee meeting schedule for the next 5 months is as follows:

February 7, 2001

March 7, 2001

April 4, 2001

May 9, 2001

June 6, 2001

The meetings have been scheduled to take place in the Private Industry Training Department (PITD) small conference room (1880 W. Wardrobe Avenue, Merced), at 8:00 - 10:00 a.m.

**VI. Review Tasks Assigned to the Marketing Committee** – The conversion of the Action Plan items will be brought up at the Executive Committee meeting to distinguish the different categories in order to assign those tasks to the appropriate committees. Joanne will let Andrea know that this is what the committee would like to be brought up at the Executive Committee.

**VII. Next Meeting** - The next meeting will be February 7, 2001 from 8:00 - 10:00 a.m. at the Private Industry Training Department small conference room at 1880 West Wardrobe Ave, Merced, CA 95340.

The meeting was adjourned at 9:50 a.m.

Minutes prepared by Marta Echevarria