



FINGER LAKES WORKFORCE INVESTMENT BOARD  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**Tuesday, October 9th, 2012**  
**9 a.m. to 11 a.m.**  
Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456

## **A G E N D A**

- I. Approval of Minutes from August 28<sup>th</sup> meeting (Attached)
- II. Monthly Marketing report and charts—John Vrabel and Mike Woloson
- III. Website —update
- IV. Flier review
- V. Update on campaign events
- VI. Update on Action Items from August 28th meeting
- VII. Other Business
- VIII. Next Meeting –December TBD
- IX. Adjournment

*The purpose of the Finger Lakes Workforce Investment Board (FL WIB) is to improve the economic well being of job seekers and employers in the region by aligning human potential with opportunities in the workplace.*