

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Wednesday, July 31, 2013

ATTENDANCE: Members: Debbie Culeton, Deb Hellert, Theodore Jordan, Sue Vary, Lenore Friend, Mike Rusinko, Carol Kramer, Mike Kauffman, Gary Boyer
Absent: Joe Hamm, John Vrabel
Staff: Karen Springmeier, Pat Gopen, Dinah Brennan

Ms. Culeton called the meeting to order at 9:01 a.m.

Approval of Minutes of 06/05/13: Mr. Rusinko made a motion to approve the minutes as written, seconded by Mr. Kauffman. Minutes approved.

Monthly Marketing Report: Ms. Brennan presented the marketing report with highlights from June and July. Ms. Gopen noted that 756 students from all of the Finger Lakes High Schools, as well as a few home schools and 2 BOCES schools have signed up for the Finger Lakes Works... *with their hands* event. **Action Item: Ms. Brennan to send new instructions on how to Like/Follow Finger Lakes Works on Facebook/Twitter for Board members at the September Board meeting.**

Monthly Charts: Ms. Springmeier noted that the Finger Lakes unemployment rate is lower than the New York and U.S average. Traffic reports at the Career Centers seem to be remaining the same as the previous year.

Logo Review: Ms. Brennan distributed and discussed the proposed logos provided by Ms. Hellert and her staff. The tag line, "Workforce Opportunities, Workplace Solutions" was approved in the previous Marketing meeting. The suggestion for a new font was taken into consideration and reflects changes in the new logo ideas. The Marketing committee has decided on a logo based upon the italicized font and boldness of the wording.

Update on Campaign Events:

- Ms. Springmeier reviewed the event spreadsheet put together for everything held via the campaign of PY'12, "Skills 2 Compete".

Action Items:

- Ms. Brennan will include the Facebook/Twitter directions in the September Board member folders.
- Logo decision was made.
- Links to the FLWIB members' websites will be made today.
- The "Hot Jobs" portion of the website will be worked on in the upcoming month.
- The committee reviewed the online presentation for the campaign "Just Add One". The committee discussed connecting with other agencies, educators, and employers to be able to assist customers in a better fashion.
Action Item: The WIB staff will meet and put together a plan for a campaign. This will be presented at the next Marketing Committee meeting.

The next meeting will be Wednesday, September 25th from 9am-11am (if necessary) at the FLWIB office, in Conference Room B.

Items on the Agenda: Campaign updates.

Mr. Jordan made a motion to adjourn the meeting, seconded by Mr. Kauffman. Meeting adjourned at 10:15a.m.

Respectfully submitted,
Dinah Brennan
Dinah Brennan
Executive Assistant, FLWIB.