

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**

Finger Lakes Works Career Center - Geneva  
70 Elizabeth Blackwell Street, Geneva, NY 14456  
Wednesday, August 6, 2014

ATTENDANCE: Members: Debbie Culeton, Lenore Friend, Deb Hellert, Joe Hamm, Carol Kramer, Sue Vary, John Vrabel  
Absent: Michael Kauffman, Michael Rusinko  
Staff: Karen Springmeier, Dinah Brennan

Ms. Culeton called the meeting to order at 9:03 a.m.

**Approval of Minutes of 6/11/14:** Ms. Hellert made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

**Monthly Marketing Report and Charts:** Ms. Brennan discussed the marketing report for June and July. Ms. Springmeier distributed a flyer for the October 22<sup>nd</sup> event, "Optimize Your Future" featuring Ms. Joyce Gioia, and asked for the committee to review it. The committee discussed possible changes to the flyer and Ms. Brennan will follow up with Ms. Hellert and Ms. Culeton for final approval. Discussion continued on the October 22<sup>nd</sup> event and what audiences should be targeted for attendance.

**Activities/ Metrics/ Dashboard:**

- Ms. Brennan discussed the finalized Dashboard Report. Ms. Brennan noted she is waiting for final Program Year 2013 (PY'13) training and outcome numbers before presenting it for the full board. This report presented and disseminated to the full board in September. **Action: Evaluation for the September board meeting will include a question regarding the helpfulness of the Dashboard Report.**

**Action Items:**

- The action items were discussed earlier in the meeting. A glossary was added to the Dashboard Report. Staff has finalized ticket fees for the October 22<sup>nd</sup> event.

**Annual Report PY'13 Review:**

- Ms. Brennan discussed the design of the Annual Report with the committee. The PY'13 Annual Report will be distributed at the September board meeting.

**Brand Platform Roll-Out:**

- Ms. Springmeier and Ms. Brennan presented the new FLWIB, Inc. brand platform. The brand was explained and discussed by the committee. **Action: Staff to add a 'target' to show the target audiences instead of a list on the final Brand Platform sheet. Action: Brand presentation at the September board meeting to include a slide with the brand workshop participant names.**

**Other Business:**

- None.

The next meeting will be **Thursday, October 16<sup>th</sup>** at the FLWIB offices.

Ms. Hellert made a motion to adjourn the meeting, seconded by Ms. Culeton. Meeting adjourned at 10:50a.m.

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