

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

Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456  
Friday, December 5, 2014

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

**Approval of Minutes of 10/16/14:** Ms. Vary made a motion to approve the minutes as written, seconded by Ms. Kramer. Minutes approved.

**Monthly Marketing Report and Charts:** Ms. D. Brennan discussed the marketing report for October and November. Ms. D. Brennan noted that social media is doing well and the FLWIB has upcoming events. Ms. D. Brennan noted that a November panel discussion for Finger Lakes area high school counselors was held at WFL-BOCES to discuss Agro-Tourism. **Action: Ms. Gopen to present at a future board meeting on the success of the Youth Panel Series.** Ms. Vary noted the November business of the month was also posted in the Daily Messenger. Ms. Culeton suggested the idea of alternating business of the month with partner of the month. **Action: Staff will implement partner of the month.** **Action: Ms. D. Brennan will send the committee the unemployment/traffic charts from Mr. Woloson via e-mail.** Ms. Culeton requested board member updates on the website and keeping it current. **Action: Ms. D. Brennan will update the website.**

**Brand Platform Roll-Out:**

Ms. Springmeier noted that the brand platform has been printed on the back of the board agenda's and the board member placards for the full board meetings. Ms. Culeton suggested printing the brand platform at the bottom of all committee and board agendas. **Action: Ms. D. Brennan will add the brand platform to all agenda's for future use.** The committee determined that posters and mouse pads with the brand on them will be purchased. **Action: Staff to order brand materials.** The committee will revisit the idea of board member stickers in July 2015. These stickers would say, "Proud Member of the FLWIB".

**Event Updates:**

Ms. Springmeier dispersed the "Optimize Your Future" evaluation results. Discussion resulted in plans to bring together a committee to address customer service in multigenerational workplaces. **Action: Staff to form a committee of partners and board members in order to provide information on customer service as related to generational diversity.** The committee suggested bringing in representatives from the Finger Lakes Young Professionals (FLYP) organization to discuss possible partnerships with the younger generation. **Action: Ms. D. Brennan will reach out to the FLYP.**

**Action Items:**

Previously discussed.

**Other Business:**

None.

**The next meeting will be held Thursday, February 19, 2015 at the FLWIB offices in conference room "B".**

Mr. Rusinko made a motion to adjourn the meeting, seconded by Ms. Friend. Meeting adjourned at 10:26a.m.

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