

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, April 8, 2015 at 9am

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

**Approval of Minutes of 02/19/15:** A motion to approve the February minutes was made by Ms. Hellert, seconded by Ms. Culeton. All in favor, motion carried.

**Monthly Marketing Report and Charts:**

Ms. D. Brennan reviewed the marketing report and charts. The committee made suggestions to update the report.

**Action: Ms. D. Brennan & staff will update marketing report and provide more detailed information.** The marketing report will be distributed at the next full board meeting.

**Event Updates:**

- a. Discussion was had regarding the 10<sup>th</sup> annual FLWWTH event in October of 2015. The committee suggested possible marketing strategies including a skilled trade's calendar, recognizing event founders, and more. Further discussion will be had in the upcoming months.

**Other Business:**

- The committee decided to no longer include the evaluation summary in the board member packet. All information provided on the summaries will be reviewed by staff and necessary changes will be made as a result of the evaluations by board members.
- Mousepads and posters will be ordered with the brand platform on them for staff.

**The next meeting will be determined by an e-mail poll.**

Mr. Kauffman made a motion to adjourn the meeting, seconded by Ms. Hellert. Meeting adjourned at 10:16a.m.

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