

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

Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456  
Tuesday, January 12, 2016 at 8:30am

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

**Approval of Minutes of 11/13/15:** A motion to approve the November minutes was made by Mr. Rusinko, seconded by Ms. Hellert. All in favor, motion carried.

**Monthly Marketing Report and Charts:**

Ms. Brennan reviewed the Dashboard Report that was combined with the Business Services Trending Report, per the committee's request. The FLWIB has been receiving a lot of press for events, business of the month, and monthly letters to the editor.

**Event Updates**

- A Healthcare Job Fair at FLCC in Canandaigua is scheduled in conjunction with FLCC on March 3<sup>rd</sup>.
- The Healthcare Career Day for high school students is being planned for March 22<sup>nd</sup> at FLCC in Canandaigua. Due to these two events both being in March, the committee has decided to name **March- Healthcare Month**.
- Ms. Springmeier noted that the Superintendent at Honeoye has reached out to her in regards to a March 11<sup>th</sup> "Superintendent's Academy". Ms. Springmeier is organizing an employer panel with representatives from the six industry sectors. All of the participants will be board members or employees of board members. Mr. Manikowski will be the facilitator for this event.
- November was Veterans Outreach Month. Some events were well attended, while others were not. Mr. Woloson reviewed the outcomes and noted that the planning for next year will take into account the feedback from this year.
- The Finger Lakes Job Fair is scheduled for April 19<sup>th</sup> at FLCC in Canandaigua from 1-4pm.
- The Agricultural Career Day for high school students is scheduled for April 25<sup>th</sup>. This is a three location event that will bus students to and from the FLCC Viticulture Center in Geneva, the Cornell Experimental Station, and Spring Hope Dairy Farm.

**Action Items:**

- Ms. Brennan will create a social media strategy with help from Ms. Hellert in the upcoming weeks. To include: Boosted Facebook posts, Google alerts for the FLWIB and its partners/members, links to statistics and facts, put letters-to-the-editors on the website and social media, etc.

**Other Business:**

- Mr. Woloson discussed businesses who continuously have openings in the Finger Lakes. Mr. Woloson also reviews unemployment and traffic numbers.
- Staff is working on an OJT survey for businesses in the last year who have used this service. Staff will monitor this and continue to work on a customer service survey for all counties.
- The FAME Annual Meeting will be held at MCC on January 27<sup>th</sup> from 4pm-6pm.
- Staff continues to monitor FLWIB Members in the news and to keep track and report on at meetings.
- IDI Billing is celebrating 20 years in business this month. Ms. Brennan will be reaching out to Ms. Culeton for information in order to do a "Spotlight On" this milestone.
- January's business of the month is Xylem in Seneca Falls.

**The next meeting will be decided by poll via email.**

A motion to adjourn the meeting at 9:45a.m was made by Ms. Culeton, seconded by Mr. Rusinko. All in favor, meeting adjourned.

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