

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room A
41 Lewis Street, Geneva, NY 14456
Wednesday, November 9, 2016 at 9am

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Michael Rusinko, Sue Vary, Carol Kramer, Joe Hamm

Absent: Deb Hellert, Michael Kauffman, John Vrabel, Kim Morgan

Staff: Dinah Brennan, Karen Springmeier, Michael Woloson

- I. **Approval of Minutes of 9/15/16:** A motion to approve the minutes was made by Mr. Rusinko, seconded by Ms. Vary. All in favor, motion carried.
- II. **Monthly Marketing Report and Charts:** Mr. Woloson reviewed the unemployment, traffic, and services charts.
- III. **Event Updates:**
 - Ms. Brennan noted that Finger Lakes Works...*with their hands!* (FLWWTH) was a huge success! Over 700 students attended and the feedback was great. Ms. Springmeier noted that del Lago Resort and Casino has donated \$100,000 to the event. She also noted that staff has been working closely with the Resort throughout their hiring process.
 - Mr. Woloson noted that there was a workshop for employers at the FLWIB offices on October 20th at 9am. ACCES-VR presented to about 10 employers about the American's with Disabilities Act.
 - Mr. Woloson noted that November has been named Veterans Outreach Month by the FLWIB. A schedule of events and workshops has been sent out and is posted on our website.
- IV. **Strategic Planning:** Ms. Springmeier noted that Dr. Marla Iverson, WFL-BOCES, presented to the Executive meeting on an approach for creating a strategic plan. The process will involve a group of board members, staff and partners meeting about 4 times, in half day increments, to form a one page strategic plan for the FLWIB.
- V. **Finger Lakes TV/FLCC Project Update and Review:** Mr. Rusinko and Ms. Friend gave an update on the process and plan for the FLTV venture. The FLTV crew and FLWIB staff will create three episodes for FLTV in order to promote jobs in the Finger Lakes to young people. A sub-committee will continue to meet and keep the committee updated on the progress. Mr. Hamm noted that it might be a good idea to look at an employer who hires Hobart and William Smith (HWS) graduates consistently and have them speak to HWS students about staying in the area for work. **Action: Mr. Rusinko will follow up on this topic.**
- VI. **"American Job Centers" Logo Regulation Discussion:** Ms. Springmeier notified the committee that as of November 17th all electronic media must include the AJC logo included. The staff will work to use the banner-style logo on all media moving forward.
- VII. **Other:**
 - Ms. Culeton noted that she will be hosting a group of students from Edison Tech. at IDI Billing Solutions on November 17th. The students will be able to have an inside look into the careers at IDI and what they do as a whole.
 - Mr. Woloson noted there was a lot of great take-away notes from the New York Association of Training and Employment Professionals (NYATEP) Conference last week.

The next meeting will be January 11, 2017 at 9am.

A motion to adjourn the meeting was made by Mr. Rusinko, seconded by Mr. Hamm. All in favor, meeting adjourned.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.