

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

Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456  
Thursday, September 15, 2016 at 9am

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Michael Rusinko, Sue Vary, Carol Kramer, Kim Morgan (via phone), Joe Hamm

**Absent:** Deb Hellert, Michael Kauffman, John Vrabel

**Staff:** Dinah Brennan, Karen Springmeier, Michael Woloson

- I. **Approval of Minutes of 5/20/16:** A motion to approve the minutes was made by Mr. Rusinko, seconded by Ms. Friend. All in favor, motion carried.
- II. **Monthly Marketing Report and Charts:** Mr. Woloson reviewed the unemployment, traffic, and services charts. Discussion arose regarding businesses struggling to find workers.
- III. **Event Updates:**
  - Ms. Springmeier noted that an employer panel was held in April for school Superintendents. The plan is to hold another panel in March of the upcoming year.
  - Ms. Brennan noted that Finger Lakes Works...*with their hands!* is coming up on October 6<sup>th</sup>. All schools have been registered and final orders are being placed.
  - Mr. Woloson announced that November will be Veterans Outreach Month. There will be workshops and information sessions for both veterans and employers. A schedule will be sent out as soon as it is finalized. Mr. Hamm noted that the Veterans Outreach Center is working with partners to create a virtual network of service providers for veterans. The kickoff will be on September 23<sup>rd</sup> at 10am at the Veterans Outreach Center in Rochester.
  - Mr. Woloson noted that October is American's with Disabilities Act (ADA) month. There will be a workshop for employers at the FLWIB offices on October 20<sup>th</sup> at 9am. Ms. Kramer noted that on October 4<sup>th</sup> from 5:30-7:30pm at the Kodak Performing Arts Center, awards will be given to employers who hire employees that have disabilities and do more for this population.
  - Mr. Woloson noted that the Healthcare Career Day will be held on March 21, 2017 at FLCC.
  - Ms. Brennan noted that the Ag Day committee will be meeting this month to discuss the 2017 event.
- IV. **Social Media Strategy:** Staff continues to work on this project. Ms. Brennan will update and send to the committee.
- V. **Committee Responsibilities per the By-Laws:** The committee reviewed the description of the marketing committee via the By-Laws. Discussion ensued on what could be capitalized on and what should be taken off. The Speakers Bureau was determined to not be needed. Mr. Hamm requested a budget for the committee. Ms. Springmeier noted that staff will take a look at a budget for marketing. Mr. Rusinko noted that we need to "find out one spot and own it". The opportunity to partner with FLCC for FLTV then came into the discussion. **Action: Staff will work with FLCC to draft an MOU with FLTV to create shows promoting our services and employers in the area.** The sub-committee will consist of Ms. Friend, Mr. Rusinko, Ms. Brennan, and Ms. Springmeier.
- VI. **Member Discussion:** A discussion ensued regarding value and contribution to the committee. Mr. Hamm noted that a job fair for college students may be an avenue to explore. The committee noted that an idea would be to promote jobs in this area; ie. "The Jobs You Don't Know Exist". Staff will research this further.
- VII. **Other:**
  - Ms. Springmeier noted the opportunity to have an annual event with a keynote speaker. Ms. Vary noted that an economist may be an interesting option.

**The next meeting will be November 9<sup>th</sup> at 9am.**

A motion to adjourn the meeting was made by Mr. Hamm, seconded by Ms. Vary. All in favor, meeting adjourned at 10:25am.

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