



FINGER LAKES WORKFORCE INVESTMENT BOARD  
MARKETING & COMMUNICATIONS COMMITTEE

Wednesday, March 14, 2018

8:30 a.m.-10:30 a.m.

Finger Lakes Workforce Investment Board Offices  
41 Lewis Street, Geneva (Conference Room B)

**A G E N D A**

- I. Approval of Minutes from January 10, 2018 meeting (attached)
- II. Action Items Follow Up
  - a. Consortium to present to Committee exact action items and outcomes from the Increasing Customer Traffic – Best Practices report, prioritized for the year. – Mr. Vrabel
  - b. Ms. Springmeier to report what criteria is used by other WIBs to identify partners and/or participants deserving of recognition.
  - c. Ms. May to give update on website redesign, with mobile responsiveness.
- III. Strategic Planning Update
- IV. FLTV Update – Ms. Friend and Ms. Springmeier
- V. Monthly reports--Mike Woloson
- VI. Other Business
- VII. **Next Meeting scheduled for Wednesday, June 13, 2018**
- VIII. Adjournment



**BRAND ESSENCE**

*Leader in Collaborative Workforce Solutions*

**BRAND PERSONALITY**

*Responsive      Innovative      Strategic  
Resourceful      Passionate*

**BRAND PROMISE**

*Only FLWIB, Inc. convenes a unique table of stakeholders to identify workforce needs, share intelligence and respond with innovative approaches to improve the economic well-being of the community.*

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*The purpose of the Finger Lakes Workforce Investment Board (FL WIB) is to improve the economic well-being of job seekers and employers in the region by aligning human potential with opportunities in the workplace.*