



FINGER LAKES WORKFORCE INVESTMENT BOARD  
MARKETING & COMMUNICATIONS COMMITTEE

Wednesday, September 12, 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 June 13, 2018 meeting (attached)
- II. Action Items Follow Up
  - a. Ms. Springmeier to update committee on new recognition tool, "Finger Lakes Features"
- III. Strategic Planning Update
- IV. FLTV Update – Ms. Friend and Ms. Springmeier
- V. Website Update – Ms. May
- VI. Monthly reports—Mr. Woloson
- VII. Other Business
- VIII. Next Meeting scheduled for Wednesday, January 9, 2019**
- IX. 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.*