



Workforce Opportunities • Workplace Solutions

FINGER LAKES WORKFORCE INVESTMENT BOARD  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**Wednesday, February 12, 2014**  
**9 a.m. to 11 a.m.**  
Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456

## **A G E N D A**

- I. Approval of Minutes from December 13, 2013 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Activities/ Metrics/ Dashboard – Deb Culeton
- IV. Update on FAME – 1/22/14 event & VP visit to MCC
- V. Update on Action Items from last meeting
- VI. Other Business
- VII. Next Meeting
- VIII. Adjournment

*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.*