



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, April 3rd, 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 February 12, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Activities/ Metrics/ Dashboard – Deb Culeton
- IV. Update on Action Items from last meeting
- V. Ad Council of Rochester/ Branding of the FLWIB, Inc. – Karen Springmeier
- 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.