



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, June 11th, 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 April 3, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Activities/ Metrics/ Dashboard Report
- 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.