

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**

Finger Lakes Workforce Investment Board, Training Room  
41 Lewis Street, Geneva, NY 14456  
Wednesday, June 11, 2014

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Deb Hellert, Michael Kauffman, Michael Rusinko  
Absent: Carol Kramer, Joe Hamm  
Staff: Karen Springmeier, Michael Woloson, Dinah Brennan

Ms. Culeton called the meeting to order at 9:11 a.m.

**Approval of Minutes of 4/3/14:** Ms. Vary made a motion to approve the minutes as written, seconded by Mr. Kauffman. Minutes approved.

**Monthly Marketing Report and Charts:** Ms. Brennan presented the marketing report with highlights from April and May. She noted the Business of the Month for these months. Ms. Springmeier noted June's Business of the Month is Seneca Nursing & Rehab Center. FLWIB staff attended a celebration yesterday at Seneca Nursing & Rehab for 6 CNA students who are graduating from a program at the center. This is a true partnership with WFL BOCES, FLWIB, Seneca Nursing & Rehab, and Finger Lakes Works – Seneca County. The certificate for Business of the Month was presented at the celebration. Ms. Springmeier also noted the upcoming Branding Workshop that will be held on June 20<sup>th</sup>. The FLWIB is hosting Joyce Gioia, a futurist speaker, who will be speaking at the Ramada Inn-Geneva Lakefront on October 22<sup>nd</sup>. Sponsorships are available for this event.

**Activities/ Metrics/ Dashboard:**

- Ms. Brennan discussed the draft of the dashboard report previously presented to the committee. Graphs and descriptions were added to better understand the report. Ms. Culeton requested Ms. Brennan present and explain the full dashboard report at the September board meeting. At the August marketing meeting, the committee will discuss what points to cover in the September board meeting presentation regarding the report.
- Mr. Kauffman requested the details which differentiate Dislocated Workers and Adults. Mr. Woloson explained and the details will be added to the dashboard report for further explanation.
- A request to add a glossary page to the dashboard report was made. **Action: Ms. Brennan to add a glossary page to the dashboard report for key terms and definitions.**

**Action Items:**

- Ms. Brennan has requested staff biographies from the FLWIB employees. These will be put together with pictures of the staff and posted on the website.
- Ms. Springmeier and Ms. Brennan will be sending "thank you" e-mails to all who participated in the survey for the Ad Council after the Branding Workshop on June 20<sup>th</sup>.

**Other Business:**

- Ms. Hellert recommended staff look into possibly having early registration fees for Joyce Gioia's presentation. As the date gets closer the amount per ticket can increase, as to get more people to register early. **Action: Ms. Springmeier will look into the ticket fee structure.**

The next meeting will be Wednesday, August 6, 2014 from 9am-11am at the **Finger Lakes Works – Geneva Center (70 Elizabeth Blackwell Street, Geneva, NY)**

Mr. Rusinko made a motion to adjourn the meeting, seconded by Ms. Hellert. Meeting adjourned at 10:11a.m.

Respectfully submitted,  
*Dinah Brennan*  
Dinah Brennan

**Executive Assistant, FLWIB.**