

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Wednesday, July 15, 2015 at 9am

ATTENDANCE: Members: Deb Culeton, Deb Hellert, Carol Kramer, Lenore Friend, John Vrabel
Absent: Michael Rusinko, Sue Vary, Joe Hamm, Michael Kauffman, Kim Morgan
Staff: Dinah Brennan, Karen Springmeier, Pat Gopen

Approval of Minutes of 04/08/15: A motion to approve the April minutes was made by Ms. Hellert, seconded by Ms. Friend. All in favor, motion carried.

Monthly Marketing Report and Charts:

Ms. D. Brennan reviewed the website analytics, business and community partner of the month, and event outcomes from the past years. Ms. Gopen discussed the Finger Lakes Works...with their hands! Event. Ms. Springmeier noted that the second meeting for the Agricultural Career Day is scheduled for this Friday. This event will be a spring event and is a product of the receipt of a \$2,000 grant. Ms. Culeton suggested reaching out to Gorbel for the next Healthcare Career Day to present on their development of their lift created to use in hospitals and clinics. The Committee reviewed unemployment and service numbers provided by Mr. Woloson. Ms. Culeton suggested the possibility of a presentation based on employment changes with a focus on exempt and non-exempt descriptions. This event could possibly be held this fall and the committee will discuss possibilities with Mr. Hamm at the next meeting.

Action Items:

The proposed letter to the editor campaign will begin in August. Mr. Mike Davis will be writing the first letter regarding the Finger Lakes Works...with their hands! Event. The committee suggested that September be focused on the Career Centers and written by the Chair of the board. October is Advanced Manufacturing Month and a suggestion to have someone write a letter for this was made. **Action: Staff will continue to work on this campaign and find board members to author the letters.**

Other Business:

- Ms. Brennan is currently working on the Annual Report for PY'14 and will be distributed at the September board meeting.
- Ms. Culeton requested an update on the Middle Skills Challenge campaign.
- Ms. Culeton requested an update on the PTECH School. She noted that a possible update could be given at the November board meeting.

The next meeting will be determined by an e-mail poll.

Ms. Hellert made a motion to adjourn the meeting, seconded by Ms. Friend. Meeting adjourned at 10:04a.m.

Respectfully submitted,
Dinah Brennan
Dinah Brennan
Executive Assistant, FLWIB.