

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

Finger Lakes Workforce Investment Board, Conference Room B  
41 Lewis Street, Geneva, NY 14456  
Friday, September 25, 2015 at 8:30am

ATTENDANCE: Members: Deb Culeton, Joe Hamm, Deb Hellert, Carol Kramer, Lenore Friend  
Absent: Michael Rusinko, Sue Vary, Michael Kauffman, Kim Morgan  
Staff: Dinah Brennan, Michael Woloson

**Approval of Minutes of 07/15/15:** A motion to approve the July minutes was made by Ms. Hellert, seconded by Ms. Kramer. All in favor, motion carried.

**Monthly Marketing Report and Charts:**

Mr. Woloson reviewed the Dashboard Report for PY'14. The committee requested the monthly Trending Report be added to the Dashboard Report packet. **Action: Mr. Woloson and Ms. D. Brennan to add Trending Report to the Dashboard Report.** The committee reviewed the Trending Report. Ms. Culeton suggested requesting more information on what positions each of the businesses are hiring for.

**Event Updates**

- The Finger Lakes Works...*with their hands!* Career Exploration Event will be held next Thursday at Lott Farms in Seneca Falls. Pictures of the school groups will be taken, pasted onto a poster board, and sent back with the schools for the students to sign and hang up in their high school. Founding partners and businesses of the event will be honored with a framed certificate to thank them for their 10 years of support. FLWWTH will be the success story at the November board meeting.
- The Healthcare Alliance of the Finger Lakes will be hosting a presentation at FLCC-Victor Campus on October 21<sup>st</sup> from 2-4pm. A speaker from the Finger Lakes Health Systems Agency will present on the current and future state of the area's healthcare industry.
- The Veterans committee has named November the Veterans Outreach Month. The Career Centers will host workshops, panels, and be involved in the Wayne County Job Fair. The flyer and schedule are currently being worked on and will be sent to the committee when it is finalized.

**Action Items:**

Staff will put together a list of events, programs, and activities that have been implemented in PY'14 for the Middle Skills Campaign.

**Other Business:**

- Ms. Springmeier noted that the PTECH program has 38 students enrolled. The program started this month and is currently in search of mentors for these students.

**The next meeting will be held on Friday, November 13<sup>th</sup> at 8:30a.m at the FLWIB, Inc. Offices.**

Ms. Kramer made a motion to adjourn the meeting, seconded by Mr. Hamm. Meeting adjourned at 9:30a.m.

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