



FINGER LAKES WORKFORCE INVESTMENT BOARD  
MARKETING & COMMUNICATIONS COMMITTEE  
Thursday, November 9, 2016  
9:00a.m-11:00a.m  
Finger Lakes Workforce Investment Board Offices  
41 Lewis Street, Geneva (Conference Room B)

**A G E N D A**

- I. Approval of Minutes from September 15, 2016 meeting
- II. Monthly Marketing report and charts—Dinah Brennan/Michael Woloson
- III. Event Updates – feedback, outcomes, and future events
- IV. Strategic Planning Update
- V. Finger Lakes TV/FLCC Project Update and Review
- VI. “American Job Centers” Logo Regulation Discussion
- VII. Other Business
- VIII. Schedule Next Meeting
- IX. Adjournment



**BRAND ESSENCE**  
*Leader in Collaborative Workforce Solutions*

**BRAND PERSONALITY**  
*Responsive      Innovative      Strategic*  
*Resourceful      Passionate*

**BRAND PROMISE**  
*Only FLWIB, Inc. convenes a unique table of stakeholders to identify workforce needs, share intelligence and respond with innovative approaches to improve the economic well-being of the community.*

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*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.*