

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Tuesday, February 23, 2016 at 8:30am

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

Approval of Minutes of 1/12/16: A motion to approve the minutes was made by Ms. Friend, seconded by Mr. Kauffman. All in favor, motion carried.

The committee reviewed the website analytics, the focus of the social media strategy, the newspaper articles on the businesses of the months, and the FL Times article by Bill Kaminski on the Career Centers. Discussion ensued on how to attract job seekers and the public to utilize the career center services. Ideas include: radio outreach, an evening or coffee session for networking, and a possible kiosk at Eastview Mall. Staff will update marking materials and research more ways to promote the centers.

Event Updates

- A Healthcare Job Fair at FLCC in Canandaigua will be held on March 3rd from 12pm-3pm. There are about 20 employers registered and a few educational institutions.
- The Healthcare Career Day for high school students will be March 22nd at FLCC in Canandaigua.
- The Finger Lakes Job Fair is scheduled for April 19th at FLCC in Canandaigua from 1-4pm.
- The Agricultural Career Day for high school students is scheduled for April 25th. This is a three location event that will bus students to and from the FLCC Viticulture Center in Geneva, the Cornell Experimental Station, and Spring Hope Dairy Farm. **Action: Possible board meeting success story.**
 - Ms. Springmeier noted that Nancy Weber of the State Workforce Investment Board (SWIB) and Senator Gillibrand, who sits on the Senate Agricultural Committee, have shown interest in attending this event.
- Ms. Culeton noted that Ontario ARC is collecting professional clothes for a fundraiser on April 14th at the Inn on the Lake in Canandaigua. This event is called "Fancy Pants".
- On March 11th there will be an Employer Panel for area school district Superintendents. A representative from each industry cluster will be on the panel to answer questions and provide information. Ms. Springmeier and Mr. Manikowski are coordinating this event.
- The National Association of Workforce Boards (NAWB) Conference will be in Washington, D.C. from March 12th to the 15th. Ms. Lina Brennan, Ms. Springmeier, Mr. Mueller and Mr. Manikowski will be attending.

Action Items:

- Possible letter-to-the-editor about the March 3rd article in FL Times by Bill Kaminski.
- Mr. Woloson to work on the business and customer satisfaction survey.

The next meeting will be held on April 28th at 8:30a.m.

A motion to adjourn the meeting at 9:35a.m was made by Mr. Hamm, seconded by Mr. Rusinko. All in favor, meeting adjourned.

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