



FINGER LAKES WORKFORCE INVESTMENT BOARD  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**Wednesday, January 10, 2018**  
 8:30 a.m.-10:30 a.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 13, 2017 meeting
- II. Action Items Follow Up
  - a. The Consortium Increasing Customer Traffic – Best Practices (attached) to assist in bringing individuals not on UI and public assistance into the Career Centers.
  - b. Business Service Representatives following up with employers and temp agencies regarding Soft Skills Training.
  - c. Update on meeting with BSR Kathy Bailey and Jeremy Marshall and REDCOM.
- III. Strategic Planning Update
- IV. FLTV Update – Ms. Friend and Ms. Springmeier
- V. FLWIB Website Update – Ms. Springmeier and Ms. May
- VI. Monthly reports--Mike Woloson
- VII. Other Business
- VIII. Next Meeting scheduled for Wednesday, March 14, 2018**
- 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.*