

Business Liaison & Marketing Committee
Meeting Minutes
August 20, 2014

The Business Liaison & Marketing Committee meeting was called to order at 8:00 a.m. by Chairperson Linda Burt.

MEMBERS PRESENT: Linda Burt, DeAnne White, John Spencer

OTHERS PRESENT: Dianna Schuler, Jo Ann Johnson

Approval of Meeting Minutes

John Spencer motioned to approve the April 11, 2014 Meeting Minutes as presented. Motion was seconded by DeAnne White and carried.

Business Meeting

Fall Newsletter Update

Dianna told members that she has begun working on the Newsletter which will be sent out late September. She said that the majority of the newsletter will be focused on the manufacturing industry in conjunction with National Manufacturing Day. Other articles, Dianna said will highlight the Summer Youth Employment Program and labor market information.

DeAnne and Linda commented that since their businesses did not get any summer workers this year they did not think that there was a summer program. Dianna said that she was not certain why they did not receive any workers, but stated that enrollment was limited to 75 and each county reached their limit early in the program.

Employers Conference Update

Jo Ann informed members that the Employers Conference is confirmed for October 8 at the Mendota Civic Center, Mendota. Using a draft copy of the Conference Announcement, members confirmed the times for the presentations. Jo Ann said that she will confirm with the local Chambers and NCI Works business members for sponsorships.

Website Update

Members reviewed the NCI Works website which had been launched earlier in the week and pointed out some corrections. Jo Ann stated that the website is continuing to be updated.

Annual Report Update

Jo Ann commented that the Annual Report will be developed during the fall so that it is ready to distribute in March for the Annual Meeting.

Annual NCI Works Meeting / Local & Awards Discussion

Dianna informed members that the IL Workforce Partnership will recognize local award winners with a banquet in Springfield. She said that the Committee, which she is a member of, is in the process of reviewing the nomination criteria. Once the criteria is issued, Dianna said that she will get the information to the Business Liaison & Marketing Committee members and staff.

Other Business

Social Media & Marketing Update

Dianna informed members that the new Business Relations Representative has a marketing background and she may pass some of the social media posting to him.

Dianna informed members that the Employer Forums were held at the NCI Works One Stop Centers on August 27 (Sterling) and August 28 (Ottawa). The purpose for the Forums was to introduce employers to services available from the Partners. Dianna said that presentations were made by the IL Dept. of Employment Security, BEST, Inc., IL Valley Community College (Ottawa), Sauk Valley Community College (Sterling), Tri-County Opportunities Council (Sterling) and IL Department of Rehabilitation Services (Ottawa). Dianna said that the local chambers has sent out invitations to their membership and some personal invitations has also been sent. Additionally, Dianna said that some BEST Offices were having Open Houses inviting the public to learn about the services that are offered to eligible individuals.

Meeting Schedule

Members agreed to meet after the Employers Conference on Wednesday, October 8th.

Public Comments

Dianna introduced Beth Heaton, Business Relations Representative working out of the Princeton Office to members. Dianna told members that Jason Crowell has been hired as a Business Relations Representative and will work out of the Oregon office beginning on Monday.

Adjournment

With there being no further business, John Spencer motioned to adjourn. Motion was seconded by DeAnne White and carried. Meeting adjourned at 9:00 a.m.

Jo Ann Johnson