

**BUSINESS LIAISON & MARKETING COMMITTEE
MEETING MINUTES
June 1, 2016**

The Business Liaison & Marketing Committee Meeting was called to order at 8:15 a.m. by Co-Chair DeAnne White.

Roll Call was taken.

NAME	PRESENT	ABSENT
Linda Burt	X	
Bill Norden	X	
John Spencer	X	
DeAnne White	X	

OTHERS PRESENT: Dianna Schuler & Jo Ann Johnson

Approval of Meeting Minutes

Linda Burt motioned to approve the March 2, 2016 Meeting Minutes as submitted. Motion was seconded by John Spencer and carried.

Business Meeting

Quarterly Newsletter Discussion

Dianna informed members that she is continuing to work on articles for the Summer Issue of the NCI Works Newsletter. She told members that it is expected to be completed by the middle of June and will be emailed to members for the review and comments.

Dianna told members that updated Labor Market Information is posted to the website. She said that she plans to update the Labor Market Information on a quarterly basis.

Annual Report Update

Jo Ann informed members that she and Dianna have started to collect information for the Annual Report. She said that she was in the process of getting printing quotes.

Website Analytics

Members reviewed the Website Analytics that were enclosed with the Business Liaison & Marketing Meeting materials. Comparing the current reports with the reports from a year ago, Jo Ann commented that visits to the website were down. Members stated that the reason may be due to the low unemployment figures as people may be employed and have no need to search the website.

Dianna told members that the No Place Like Home webpage is still the most visited and has been for almost 10 years.

Employer Conference Discussion

Members discussed the date for the Employers Conference as well as possible presenters. After a lengthy discussion, it was agreed to contact Laurie Guest to see if she would be able to make a presentation at the event. Tentatively, October 14 was suggested as the date for the Employer Conference. Once again to be held at the Mendota Civic Center. The other presentation that was suggested was Update on Employment Laws. DeAnna suggested Doug Lee and gave Jo Ann the contact information.

Next, members discussed the Agenda for the Employers Conference. It was agreed, if Laurie was available, to have her present from 9:15 to 11:45 a.m. The Awards Recognition would be held during lunch followed by the Update on Employment Laws at 1:30 – 3:00 p.m.

Members agreed to solicit SHRM, businesses and Chambers of Commerce for Sponsorships to help offset some of the costs associated with the Employers Conference. Jo Ann said that she would get the information out as soon as possible.

Award Recognition Update

Members briefly discussed the Award Recognition Luncheon. John Spencer agreed to host the awards presentation. Members also discussed honoring businesses who have benefited from services under the WIA/WIOA programs. Members suggested highlighting some of the businesses who have used the programs in the Annual Report. Dianna told members that she has a Power Point Presentation that provides information on the various work-based learning programs that may be beneficial to attendees. Members agreed saying that the Power Point Presentation should run continuously while attendees are having lunch.

Dianna confirmed that staff members will present the award(s) to the customers being recognized. Members agreed.

Members suggested that Certificates of Appreciation be presented to those businesses who have continually utilized WIA/WIOA services. Members also suggested that invitations be sent promoting the event.

Regarding the cost of the event, members suggested \$25.00 but asked Jo Ann to check on prices for luncheon options.

Jo Ann told members that once the Agenda is final she will submit it for CU credits.

Public Comments

None

Adjournment

With there being no further business, Linda Burt motioned to adjourn. Motion was seconded by John Spencer and carried.

Jo Ann Johnson