

**Business Liaison & Marketing Committee  
Meeting Minutes  
December 4, 2013**

The Business Liaison & Marketing Committee Meeting was called to order at 8:30 a.m. by Acting Chair John Spencer.

<b>Name</b>	<b>Present</b>	<b>Absent</b>	<b>Name</b>	<b>Present</b>	<b>Absent</b>
Linda Burt		X	Tom McCawley	X	
John Spencer	X		DeAnne White	X	

**OTHERS PRESENT:** Dianna Schuler, Jo Ann Johnson

Approval of Meeting Minutes

Corrections were made under the section of “Social Media Update” as follows: “Dianna reported the number of followers on Facebook and **Twitter**”. “John stated that although Facebook and **Twitter** are still be used, the new social media is Snapchat, **InstaGram** and Pintrest”. DeAnne White motioned to approve the November 4, 2013 Meeting Minutes as corrected. Motion was seconded by Tom McCawley and carried.

**Business Meeting**

Annual Report

Jo Ann disseminated a draft copy of the Annual Report for members to review. Members made some suggestions for additional information to be included and authorized staff to complete the annual report as discussed. It was noted that a final draft copy of the Annual Report would be presented at the next Business Liaison & Marketing Committee with the final copy being available at the March NCI Works Meeting.

Discussion Regarding 2013 Awards Banquet

Jo Ann provided members with copies of additional nominations that were submitted for local recognition. Members concurred that these individuals along with the previous nominations that were submitted to the Illinois Workforce Partnership be recognized at the local event in March. Jo Ann also provided nomination criteria for the Dale Broadway Leadership Awards that were recognized at the local level in past years. Members agreed to continue with the Dale Broadway Awards. Dianna Schuler told members that the information will be sent to BEST staff for possible nominations.

## **Other Business**

### Social Media Update

Dianna informed members that she sent out an email to NCI Works Members asking them to join the Facebook and Twitter Pages and did get some response. She said that BEST will need to look at a policy so that sharing would be allowed which would help get a larger audience. DeAnne said that she will gather some information for Dianna about putting a group together for LinkedIn. Members provided Dianna with some tips about re-tweeting and suggested looking into HootSuite which will allow posts to be scheduled during “off-work” hours.

### Web-Site Report

Jo Ann said that the website was enclosed as information only. John Spencer requested that a year-to-year comparison be done for the website to determine if there has been any growth.

### Schedule Next Meeting

It was agreed that the Business Liaison & Marketing Committee would meet on Wednesday, February 5, 2014, 8:30 a.m. at the BEST, Inc. Office in Princeton.

### Public Comments

None

### Adjournment

With there being no further business DeAnne White motioned to adjourn. Motion was seconded by John Spencer and carried. Meeting adjourned at 9:15 a.m.

Jo Ann Johnson