

Business Liaison & Marketing Committee
Meeting Minutes
February 27, 2014

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

Name	Present	Absent	Name	Present	Absent
Linda Burt	X	X	DeAnne White	X	
John Spencer	X				

OTHERS PRESENT: Pam Furlan, Dianna Schuler, Jo Ann Johnson

Approval of Meeting Minutes

DeAnne White motioned to approve the December 4, 2013 Meeting Minutes as presented. Motion was seconded by John Spencer and carried.

Business Meeting

Annual Report Update

Jo Ann disseminated copy of the Annual Report and asked members to notify her of any corrections. She said that the Annual Report will be presented at the Awards Banquet on March 25, 2014.

2013 Awards Banquet Discussion

Jo Ann reviewed the plans for the Awards Banquet that is scheduled for March 25 following the NCI Works Meeting. Members discussed the venue for the banquet and agreed to have it at Timber Creek Golf Course in Dixon. DeAnne volunteered to help with the event as she has had events at the facility and is familiar with the venue.

Jo Ann asked members if they would like to continue recognizing years of service for NCI Works Members, Chief Elected Officials and staff. Members stated to continue with the years of service recognition.

Members also discussed and agreed to change the NCI Works meeting to 5:00 p.m. so that the Awards Banquet could start at 6:00 p.m.

Other Business

Social Media Update

Dianna informed members that the “Likes” and “Followers” have not increased on NCI Works Facebook and Twitter. She said she had no statistics to share with members.

John offered to run Public Service Announcements (PSAs) to promote services for businesses and customers. Members briefly discussed the OJT program and staff was asked to include the OJT Brochure with the next meeting materials.

Web-Site Report

Jo Ann pointed out that year end website reports for 2012 and 2013 were enclosed as requested by the committee. It was noted that there was a decrease in visits from 2012 to 2013. Jo Ann informed members that LKCS, who hosts the website, changed servers and some statistics may not have been available for a period of time. Jo Ann also informed members that Request for Proposals were being solicited for a redesign of the NCI Works and BEST, Inc. websites. She said she will keep the members informed about this project.

Schedule Next Meeting

Members agreed to meet on April 3, 2014 at 8:30 p.m. in the Princeton BEST, Inc. Office.

Other

DeAnne commented that additional members were needed for the Business Liaison & Marketing Committee. Pam informed members that she is working with the Chief Elected Officials to recruit individuals to refill some vacancies on NCI Works. Pam said that if any member has an individual they would like to recommend, let her know and she will contact the appropriate Chief Elected Official.

Public Comments

None

Adjournment

With there being no further business John Spencer motioned to adjourn. Motion was seconded by Linda Burt and carried. Meeting adjourned at 9:30 a.m.

Jo Ann Johnson