

**Business Liaison & Marketing Committee
Meeting Minutes
June 4, 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		DeAnne White	X	
John Spencer	X				

OTHERS PRESENT: Dianna Schuler & Jo Ann Johnson

Approval of Meeting Minutes

Deanna White motioned to approve the April 11, 2014 Meeting Minutes as presented. John Spencer seconded the motion. Motion carried.

Business Meeting

Summer Newsletter – Discussion for Articles

Dianna informed members that the spring newsletter was sent out and asked for suggestions of topics to include in the summer edition. Members noted that such articles should include the legislative amendment to the Open Meetings Act, any LMI and Unemployment data and the information regarding the redesigned NCI Works Website. Dianna commented that she will send the Spotlight template out to all NCI Works members so they can be kept of file for future use.

Website Report & Redesign/Update

Jo Ann presented members with a layout design for the NCI Works website. Members liked the format but recommended that local scenery pictures be included as the banner instead of stock photos. Members provided Jo Ann with other recommendations regarding the layout and will keep members updated on the status of the website.

Employers Conference Discussion

Jo Ann presented members with a draft agenda for the event. After discussion, it was agreed that the event should be held at the Mendota Civic Center in either September or October. Names of presenters were also discussed and Jo Ann was asked to contact them regarding costs and

availability. Sponsorships from local business and chambers for the event was also discussed. Members agreed to send letters to business representatives of NCI Works, the local SHRM Associations and local chambers of commerce. Linda commented that if local chambers cannot provide a monetary contribution that they should be asked to send an eblast to their membership at no cost to NCI Works. She continued by noting that the Business Relations Representatives have always provided them with the information that the chambers has requested.

Other Business

Social Media Update

Dianna reported that she did not have any updates since the last meeting. She did tell members that she will be placing 30-second ads on some local radio stations throughout the 8-county area.

Meeting Schedule

Members discussed the upcoming meeting schedule. It was agreed to meet on Wednesday, August 20, 2014 at 8:30 a.m. at the Princeton BEST, Inc. Office.

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 9:25 a.m.

Jo Ann Johnson