

**BUSINESS LIAISON & MARKETING COMMITTEE
MEETING MINUTES
March 2, 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 October 8, 2014 Meeting Minutes as submitted. Motion was seconded by Bill Norden and carried.

Business Meeting

Committee Organization and Logistics

Committee members agreed to meet on the first Wednesday of the even numbered months at 8:15 a.m. in the Princeton BEST, Inc. office. It was agreed to cancel the April 6, 2016 meeting and beginning the meeting structure in June, 2016.

Review of Committee Responsibilities

Linda reviewed the list of Committee Responsibilities that was included with the meeting materials. Members asked about the implementation of a speakers' bureau. Dianna explained that at times, NCI Works members are asked to serve as an ambassador for the Board and be present when BEST, Inc. provide presentations at community and civic organizations. Additionally, Dianna said that Board members may be asked to serve on an employer panel for events hosted by NCI Works and/or BEST, Inc.

WIOA Update

Dianna provided members with an overview of the planning process. She told members that the MOU is due on July 1. Dianna told members that there are two parts to the MOU. One for the programs and services and one for the cost infrastructure. She told members that the Partner agencies have met and are in the process of reviewing the matrix of services offered at the One Stop. In regards to the cost sharing section, Dianna said that an objective third party will be responsible for the negotiating. Linda commented that the Executive Committee authorized the release of the Request for Proposals for an individual/company to conduct those services and asked if any proposals were received. Jo Ann commented that 2 proposals were received and were in the process of being reviewed.

Dianna continued by informing members that staff have attended several meetings in regards to the Regional Planning process. She explained that the Regional Plans will outline how the multiple Local Workforce Areas will work together. The Local Plan, Dianna said, will coordinate with the Regional Plans. Both the Local and Regional Plans are due on June 30, Dianna said.

Dianna provided members with information regarding the Employer Forums that are being planned for the spring. She said that the forums are a collaborated event between the education and business community. The forums, Dianna said, will focus on the manufacturing industry.

Local Awards Banquet

Dianna started the discussion regarding the Local Awards Banquet. She told members that traveling the distance to Dixon for an evening event was a hardship for some of the participants. Dianna suggested that having the Awards Banquet prior to the NCI Works meeting may help with the timing of the event. John commented that if travel was a hardship then moving it to a different time may have the same consequences. After discussion, it was suggested that the Local Awards be presented at the Employers Conference during lunch. Members stated that this would provide an opportunity to a larger population of employers about the programs and services available.

Dianna explained to members the current award nomination process. She said that awards would be presented to those who completed the program in June 2014. Dianna said that we are currently in Program Year 2015 that ends on June 30, 2016. After discussion, it was agreed that awards will be presented to those nominations received for Program Year 2014 (July 1, 2014 – June 30, 2015) and Program Year 2015 (July 1, 2015 – June 30, 2016). It was also agreed that Board members, CEOs and staff would be recognized for their years of service.

Employers Conference

As mentioned in the previous discussion, members agreed to host an Employers Conference during fall 2016. Jo Ann was asked to get available dates from the Mendota Civic Center for the event. DeAnne suggested that if an individual and/or employer was given an award that they be offered a complimentary registration for the Employers Conference (including lunch).

Jo Ann informed members that there was about \$1,300 in the Employer Conference budget. She said that she had been compiling a list of presenters and would review the information with Dianna before presenting a draft program to the committee.

Annual Report

DeAnne asked about the development of the Annual Report. Jo Ann stated that an Annual Report was not completed for Program Year 2014. Linda suggested that, as like the Local Awards, the Annual Report cover both Program Year 2014 and Program Year 2015. She stated that it will be considered a “Year of Transition” and span from July 1, 2014 through June 30, 2015. Dianna offered to help Linda (and Cary) with the inside letter.

Website Analytics

In reviewing the NCI Works Website Analytics, John requested the reports be compared to the same time frame from the previous year (example: first quarter of 2015 and first quarter of 2016). Jo Ann stated she would provide further reports using that comparison.

Dianna told members that Facebook and Twitter are not growing. Members provided her with some suggestions for posts and encouraged staff to share the information on their personal accounts.

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 9:10 a.m.

Jo Ann Johnson

Approved June 1, 2016