

Business Liaison and Marketing Committee
Meeting Minutes
August 6, 2025

The Business Liaison and Marketing Committee Meeting was called to order at 1:06 p.m. by DeAnne White, Committee Chair.

MEMBERS PRESENT Via Zoom: John Spencer, Tracy Morris, Darek Barichello, and DeAnne White

MEMBERS ABSENT: Terry McGuire

OTHERS PRESENT: Dianna Schuler

Business Meeting

Approval of Minutes

Tracy motioned to approve the minutes from the October 2, 2024 meeting. John seconded the motion. Motion carried unanimously.

Introduction of New Member at Large

Dianna introduced Derek Barichello, the Chamber Director from the Streator Area Chamber of Commerce, as the newest member at large for the committee. Derek shared a bit about himself including his background in journalism and his desire to contribute to the committee.

Updates

Dianna reported the meeting packets contained data on the podcasts for both the audio downloads from the website and the video viewership on the YouTube channel. She added that data on the NCI Works Facebook page and website were also contained in the meeting materials. She indicated that there is nothing surprising about the data. The landing page and calendar for the website continue to be the most visited portions of the NCI Works website.

Dianna reviewed the new format for the NCI Works Annual Report with the committee. She informed members that it is modeled after a one-page report that Michigan Works does for their annual report. Members agreed that they preferred the one-page data driven format over the extensive narrative report of past years. They also asked that the final copy be shared with them prior to distributing it.

Dianna informed the committee that the next meeting would be in October and that they will need to decide on a slate of officers to recommend to the workforce board for their November meeting. John (Secretary) and DeAnne (Vice-Chair) both have indicated a desire to remain as officers. Dianna will check with Patty Head and see if she is also interested in remaining as Chair.

Public Comment

None

Adjournment

With there being no further business Derek motioned to adjourn. Motion was seconded by John and carried. Meeting adjourned at 1:24 p.m.

Dianna Schuler