

ECOMONIC GROWTH REGION 6 WORKFORCE INVESTMENT BOARD
Marketing & Communications Committee
August 24, 2011
Meeting Minutes

Present: Ron Best, Rhonda Duning, Mark Goldman, and Jim Riggle
Absent: Wayne Blevins, Tim Rogers, and Deb Tipton
Others Present: E. Roy Budd, Tracy Dishman, Stephanie Goodman, Tracy Hartman, Dave Koesters, and Barbara Street

CALL TO ORDER: The meeting was called to order by chair, Rhonda Duning, at 10:00 AM at the WorkOne office in New Castle, IN.

DELCLARATION OF CONFLICTS OF INTEREST: Rhonda Duning requested declarations of conflicts of interest. None Declared

APPROVAL OF JUNE 17 & JULY 29, 2011 MEETING MINUTES: Mark Goldman made a motion to approve the 6/17/11 and 7/29/11 meeting minutes. Jim Riggle seconded the motion and the motion passed unanimously.

PROJECT UPDATES:

EGR 6 WIB Strategic Plan: Dishman provided a handout of the Strategic Plan Goals for Marketing & Communications for 2011. She requested that everyone read through the document. The document will be reviewed in-depth at the next meeting.

EGR 6 WIB Name: Dishman gave an update about the discussions that have previously taken place regarding naming the WIB. She reported that the suggested names would be sent out the full WIB for an electronic vote. It was also suggested that the upcoming annual meeting event would introduce the new name for the WIB. She reported that at the last meeting of the Executive Committee on July 27, it was decided to take the suggested names to the next board meeting, get a vote from every one and the new name will be decided.

Regular Meeting Time for the Committee: It was shared that the regular meeting time for this committee would be the 3rd Wednesday of each month from 3:00 PM – 4:30 PM. Every other month would be face-to-face meeting and webinar. The next meeting will be September 21, 2011 from 3:00 PM – 4:30 PM.

Annual Meeting: Dishman reported that the remainder of the meeting time today would be to focus on the plans for the Annual Meeting event. The annual meeting event is to take place Thursday, October 20, 2011. It was agreed that the program needs to be shortened and a theme would be implemented. The theme chosen is Rhythm & Blues. Feedback from the Executive Committee at their last meeting included some questions and suggestions including:

- Who is our audience?
- What do we want to say?
- We want to be relevant/have relevant information
 - Invite speaker to share “state of economy” related to employers (economic business environment) and how relates to WorkOne.
- 10-minute video including logos and testimonials to showcase success stories rather than recognize at annual meeting
- Recognition of special guests and staff

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Some discussion occurred regarding whether or not Reid Hospital, as a Premier Employer, should be one of the employers showcased in the video, because Reid Hospital would most likely be in attendance at the event and out of consideration would probably not enjoy hearing from staff at their own hospital. Tracy Hartman reported that WorkOne is engaged with Reid Hospital; however would like to be more engaged. Rhonda Duning offered to assist Hartman in seeking appropriate personnel at Reid Hospital to engage with for more partnering with WorkOne. More discussion occurred about solicitation of support and participation from employers, as the event is held in a new geographical location this year – Wayne County! Some suggestions were voiced about videographers, as well. Internal teams have been gathered to work on food stations, invitations and other details. Tracy Hartman will distribute a list of employers who would be relevant to showcase in the video and to invite to the annual meeting. Dishman requested feedback from the committee once the list is received from Hartman.

Barbara Street shared some history of the recommended blues band for entertainment. Governor Davis and the Blue's Ambassadors have been contacted and tentatively reserved. Mr. Davis used to work for WorkOne in the past. Other suggestions for bands were also given.

NEW BUSINESS: None

FOR THE GOOD OF THE CAUSE: None

ADJOURNMENT: ADJOURNED at 10:30 AM TO JOIN WORKFORCE AND BUSINESS SERVICES/ACCOUNTABILITY COMMITTEE to discuss Business Marketing Plan

Respectfully submitted,

Tracy Dishman
Marketing Director