

ECOMONIC GROWTH REGION 6 WORKFORCE INVESTMENT BOARD
Marketing & Communications Committee
September 21, 2011
Meeting Minutes

Present: Ron Best, Rhonda Duning, and Mark Goldman

Absent: Wayne Blevins, Jim Riggle, Tim Rogers, and Deb Tipton

Others Present: Tracy Dishman, Stephanie Goodman, and Barbara Street

CALL TO ORDER: The meeting was called to order by chair, Rhonda Duning, at 3:00 PM at the ASG Corporate office in Muncie, IN via Webcast.

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

APPROVAL OF AUGUST 24, 2011 MEETING MINUTES: By consensus of those in attendance the minutes were reviewed and no corrections were noted. Due to lack of quorum, action to approve the August 24, 2011 meeting minutes will be placed on the next meeting agenda.

PROJECT UPDATES:

EGR 6 WIB Strategic Plan: Tracy Dishman previously distributed a copy of the Strategic Plan 2011 Marketing & Communications Request for Proposals. Clarification was provided as to the Scope of Work, Deliverables and the Project Cost. Dishman announced that this RFP will be posted soon after the Annual Meeting event on October 20, 2011. Barbara Street requested that the Budget & Administration Committee be kept in the loop as they are charged with oversight of all procurements.

EGR 6 WIB Name: Barbara Street reviewed the two thought processes of coming up with the new name for the corporation. The first is to leave the name of the corporation ASG to minimize the number of things that would need to be changed internally and with the Secretary of State, etc. The second thought process is that the name of the corporation should be a description of what the corporation does. It was decided that Street will prepare a communication, webcast or recorded power point of pros and cons for each thought process so that individuals can make an informed decision when voting on the name of the corporation at the full board meeting next week on 9/28/11.

Annual Meeting: Dishman gave an update on the number of pledge supporters received to date, invitations and the registration process. An internal meeting with staff has been scheduled to discuss content and details.

Business Marketing Plan: Dishman reviewed that the Marketing & Communications Committee met jointly with the Workforce & Business Services/Accountability Committee on August 24, 2011 to discuss the Business Marketing Plan. The first step for the Marketing & Communications Committee is to help with the upcoming Employer Roundtable. Dishman reported that the private invitations have gone out and Business Services Representatives have been personally calling employers to invite them to the Roundtable. Local economic developers and the two committees have been invited as listeners.

NEXT MEETING DATE AND AGENDA: The next meeting is scheduled for October 19, 2011. Due to the annual meeting, the committee will NOT meet on October 19, 2011. The next meeting will take place on November 16, 2011 via a face-to-face meeting at the New Castle WorkOne office at 3:00 PM.

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Items discussed for the next meeting agenda included:

- A review and evaluation of the annual meeting event
- A possible review of Marketing & Communications proposals received
- Business Marketing Plan initiative feedback received
- New name of corporation affirmed
- Strategic Plan

NEW BUSINESS: Mark Goldman gave an update on the SWIC activities. He reported that employers on the committee were asked what they valued. Responses heard included OJT and WorkKeys.

FOR THE GOOD OF THE CAUSE: None

ADJOURNMENT: With no other business the meeting was adjourned at 3:40 PM.

Respectfully submitted,

Tracy Dishman
Marketing Director