

MINUTES OF A MEETING OF
MARKETING COMMITTEE
OF LAKE COUNTY WORKFORCE INVESTMENT BOARD

APRIL 8, 2002 - 9:00 A.M.
at Lake County Department of Job and Family Services
177 Main Street, Painesville

COMMITTEE MEMBERS

ATTENDING:

Nancy Brown
Pat McAteer
Gretchen Skok-DiSanto
Jeff Malish

STAFF ATTENDING:

Art Iacofano
Marty Singer
Donna Mona

The meeting was called to order by Nancy Brown, Chair.

MINUTES OF THE MARKETING COMMITTEE OF MARCH 19, 2002:

Motion was made by Jeff Malish and seconded by Pat McAteer to approve the minutes of the March 19, 2002 meeting as submitted. Motion carried.

STATUS REPORTS:

The members started the discussion of the open house by beginning with the date of Tuesday, May 7, 2002. Consideration to alternative date and May 21, 2002 was decided on. The time-frame was also discussed for between 4:45 p.m. and 7:00 p.m.

Suggestions were requested for another name for the Open House. Mr. Malish was asked for his suggestion; he thought they had gone back to Open House instead of Grand Opening Celebration. After it was mentioned that unless someone gets a brilliant brainstorm, it was acceptable as Open House.

A reception table would be set up in the Lobby. Each person will receive the a name tag. Visitors will be escorted to the Lunchroom to begin the program.

The presentation would consist of Art welcoming everyone. Next would be Dan, then Bob. Marty would then give an overview of the Lab and was asked to explain what they were going to be seeing (where they are supposed to go and what are they going to do).

The ETA Staff will be stationed around the room. People want to know about all the services available. The three other divisions: Child Support, Income Maintenance, and Child Protection will also be present with hand-outs. As people come back to the Lobby, a table containing literature from each division will be set up to conclude the mini-tour.

Make this an important thing to have people visit each one of the stations. Have brochures to answer questions and to help people to become aware of all the services offered.

At this point, people will then be dispersing.

CONCLUSION:

An attractive letter must be sent to people about the Open House and to mention about the One-Stop. Timing should be as soon as possible. The list has a number of past clients which needs to be located so it can be updated to current list. All important contacts should be made: Executive Directors of Chambers of Commerce; Wickliffe and Willoughby will put it in their News-Letter; and Economic Development Community Development Departments

SPEAKER'S BUREAU:

When will they speak: Some going to Painesville Chamber. Two dates: 04/19 & 04/26. 04/19 is the Forum which lasts 5 minutes; 04/26 is the Painesville Chamber Economic Development Fund lasts 45 minutes.

On 04-10-02 Leadership Lake County Class in The Brown Institute where Nancy Brown will be speaking to them for 35 minutes; will hear about our Committee and about what we are doing here. (Tamica), who wrote a testimonial, will talk about career "pathing" as well as mentioning our role.

ADDITIONAL INFORMATION:

It was brought up that the name of the Open House could still be better defined. More thought to be given as well as making all hand-outs attractive. A draft of the news release was mentioned as being helpful.

Developing Calendar for May and June: May is 05/21 and June is not provided. Next meeting is set for some time closer in May (May 7, 2002).

ADJOURNMENT: There being no further business, the Committee adjourned at 10:00 a.m.