

MARKETING COMMITTEE MEETING
OCTOBER 15, 2002
at
LAKE COUNTY DEPARTMENT OF JOB & FAMILY SERVICES
177 Main St., Painesville, OH 44077

Marketing Members Attendance

Nancy Brown
Pat McAteer
Gretchen Skok-DiSanto

Other WIB Members

Joe Francesconi

Staff Members

Donna Mona
Marty Singer
Carol Anderson

Meeting Called to Order

Meeting called to order by Nancy Brown, Chair

Review and Approval of Minutes of May 7, 2002

Motion made by Nancy Brown and seconded by Pat McAteer to approve minutes of meeting on May 7, 2002.

Old Business:

Discussed the open house held on May 21, 2002. The Committee felt the open house was not successful. The open house was discussed in terms of attendance. Only 51 people attended the open house. Few Board members attended. There were several suggestions as to why there was a small turnout. It was thought that due to the poor job market, industry is not hiring; possibly the wrong market was targeted; maybe more invitations should have been sent out; another setting for the open house may have been better. Marty Singer felt that the turnout was normal in ratio to the amount of invitations that were sent out. Marty explained that as there were 12 to 13 hundred invitations sent out you would normally get a 2 to 1 % turnout, which would be expected for the amount of invitations that were sent out.

Other Business:

Since the open house was not successful, it was suggested that we have another networking event in order to get our message out to the public. We have three markets: 1) large employers; 2) adult job seekers; 3) youth market.

How to assist companies when there are layoffs was discussed. There is a website that the State updates that has the WARN Notice list. Donna Mona explained the Rapid Response Team and WARN Notices list.

Marty Singer talked about the need to be proactive and help companies before they get to the layoff point. How we can assist the company in their time of need; services we can offer as part of our general services for free that companies are currently paying for, which could save the companies money and possibly delay layoffs.

There was discussion regarding the Lake County Business show at the Radisson. We could consider setting up a booth (which we could use again for future events). It was thought the cost would be approximately \$150; she will check on the resources for the booth. Discussions on what to have at the booth; handouts, etc. We will be targeting large employers, partnering with Lakeland and job fairs. The Committee feels that Board members should be more active and stressed educating them on what we do. The Committee felt Marty would be most knowledgeable for this. Marty suggested a two hour session.

Donna Mona suggested we could have an event to provide Board Members information; bring One Stop to the meeting or bring someone from Columbus.

Nancy Brown suggested the Board members need to volunteer to serve at the booths. This could be one of the requirements of being on the Board. Also, If a Board member is at a Job Fair or a Lake County Business event, they will likely know five or six people in the area and they will be able to talk to those people. In addition, we need to have the Board members at meetings so that we could have more of an executive presence in the room with the other executives to create validity.

There was discussion on the need to target employers and the different ways this could be accomplished. There were suggestions regarding the effectiveness of networking and speakers. We should continue to work with the Chambers of Commerce. Most of the Chambers are made up of the smaller employers. We also need to be in contact with the bigger employers. Partnership to ELC was thought to be advantageous. Other suggestions were First Energy and Leadership Lake County.

The question was asked - would ELC have to be nominated. Donna Mona stated that individuals would have to be nominated. Donna said that there was one vacancy on the Board, and explained the nomination process, and the fact that 51 % of the Board needs to be from private sector.

Joe Francesconi suggested we put a list together of the companies we would like to target. Nancy Brown could start making phone calls after the message is out. There are three steps to this: Make a list of the companies we want to visit; contact Board members to find out who is willing to go out and visit companies; meet with the members who are willing to go out and visit companies so that we can train them and give them the information on services.

Joe Francesconi suggested that at these meetings, depending on who we are meeting with (we could do some research), we could bring a Commissioner to the meeting that would be able to answer questions regarding zoning, building, etc. This would help create an alliance with the Commissioner in that organization and possibly the companies would want to become more involved.

There was discussion regarding new Board Members. Donna Mona explained the term the Board Members served.

Marty Singer said that he was concerned about the monthly webstats because they have dropped. Need to do something to get to get website stats climbing again. He doesn't know why there is a drop in webstats.

New Business

Nancy Brown asked if there was any new business.

Donna Mona said we have new video tapes for marketing to employers. We could view the tapes at a meeting, or a member could preview. Nancy Brown volunteered to preview.

Joe Francesconi said we are working towards certification for One Stops. We are doing six pilots now. Lake County wants to be first to be certified in State. There are some Reed Act dollars available to One Stops. Joe explained Reed Act dollars. 180 million dollars was kicked back to the State of Ohio this year. Art Iacofano and Joe Francesconi were selected to set on Reed Act this year. Joe explained that ten million dollars was allocated to One Stop. The dollars are to be distributed to certified One Stops. It will be divided up by location and expended over three years. The allocation will be about 200 thousand dollars. The three things allocation can be used for is hardware, software, marketing. We have three years to spend dollars and if we do not spend it we will lose it. It cannot be accumulated. If first allocation is not used we lose it.

Nancy Brown asked if there was criteria on how marketing should be spent. Joe explained that a one page summary is required on how dollars are spent. We want the allocation to match the outcome. We will not be certified until 2003. It will be awhile before we see the dollars. There was discussion on outcome of allocation; what our outcome would look like.

Nancy Brown suggested Tuesday, November 12th for next meeting at 8:30. Committee members agreed to the date and time.

Adjournment

Motion to Adjourn meeting was made by Nancy Brown and seconded by Gretchen SkokDiSanto.

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