

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

**March 20, 2003 at 2:30 p.m.**

**At**

**Lake County Department of Job and Family Services**

**Committee Members Attendance**

Nancy Brown  
Jeff Malish  
Gretchen Skok  
Pat McAteer

**Staff Attendance**

Mary Singer  
Carol Anderson

Approval of Minutes of February 4, 2003, meeting

**A Motion was made by Jeff Malish to approve minutes of February 4, 2003 meeting and seconded by Gretchen Skok. All approved, motion passed.**

New Business

Marty Singer talked about how the State has been trying to reformulate some of the One Stops. Mr. Singer feels that the committee should wait until things are finalized with the State and Lake County is certified to set a date for the breakfast event; when we are certified under the new rules, we will have more information. The Committee should still plan this event, but not set the date at this time.

Jeff Malish suggested the Committee set up a time line so that once we know we are able to have the event, the Committee will know there is a certain amount of time to get things going.

Since funding for the event is an issue, Nancy Brown offered the Brown Institute for the event. The only cost would be for food.

Mr. Singer said that a large part of the costs would be the cost of mailing. Mr. Singer suggested that since the Committee has enough time before the event, they could put together an E-mail list and other forms of marketing that could be done without spending the money for mailing.

The Committee felt it was important to combine the event as co-sponsors with the Lake County Chambers. This would also help with cost of postage.

It was decided that the time frame should be 90 days. The event could be held in the Fall - maybe October. The structure of the panel would be the same as discussed at last meetings; a panel, speakers, etc.

Nancy Brown suggested the Committee stay consistent with the logo. Once a flyer or Save the Day card is created, a template could be made to use for future events and this would save dollars.

The Save the Day card could go in the Lake County Chamber of Commerce Newsletter or be E-Mailed 90days before the event; another mailing would go out at a later date. The Chamber could also put information on the event in their newsletter. There was discussion on projects that could be started earlier.

Mr. Malish stated he would prefer to have the event at LaMalfa if we are able to get funding. There would not be restrictions on number of people attending. Mr. Singer felt that if the mail portion of the event could be eliminated and minimize the handouts and the printing, etc., this may be possible.

#### How to Build Target Employer Lists and Strategies for Reaching Them

Marty Singer felt that a much more important task for Kelly McAteer would be to define who the targets are; different kinds of job seekers; different markets.

One of Mr. Singer's goals is to have the local job board for Lake County have a minimum of 250 open jobs at any given time. We need to determine how to make this happen, how to approach the employers to allow us to put the job openings out, and make them understand that there really are "no catches." There are not enough job openings and there is a problem with the quality of resumes.

Marty Singer distributed a list of employers in Lake County. He reviewed the list, which consists of the "First 100 of 165 Employers with 100 - 249 Employees."

Mr. Singer requested the committee assist in getting E-Mail addresses and job openings of the companies on the list and get their permission to put this information on the our Website. Once we have this information, this will be part of the data base and this is the data base we can market to.

Nancy Brown suggested this may be a project for high school students. Nancy suggested that we involve the youth. Nancy Brown will E-Mail Keith Miller with this request.

#### Project Day-Maker Event

Nancy Brown reviewed the Project Day-Maker event. There is a Project Day-Maker Bus that goes to schools, Ronald MacDonald House and to different facilities all over the country. The purpose is to give haircuts for those in need, or people who are unemployed with the hopes that this would help the individuals look better and that this will assist them with better interviews and in getting employment. When Nancy Brown was approached with this, she felt it would be a good idea to get this agency involved.

The bus will be coming to the Lake County Department of Job and Family Services on March 25<sup>th</sup>. The salons in the area volunteer to perform these services.

Mr. Malish suggested the stylists be prepped with basic information about the One Stop facility, and pass this information along to the individuals that come in for a haircut. Possibly LCDJFS staff could be involved to inform people also. There was more discussion regarding this event.

Adjournment

**Jeff Malish made a motion to adjourn meeting and Pat McAteer seconded the motion.**

**Meeting adjourned.**