

**MARKETING COMMITTEE MEETING
OCTOBER 21, 2003
at
LAKE COUNTY DEPARTMENT OF JOB & FAMILY SERVICES
177 Main St., Painesville, OH 44077**

Marketing Members Attendance

Pat McAteer
Ann DiDonato
Gretchen Skok-DiSanto
Jeff Malish

Staff Attendance

Marty Singer
Carol Anderson

A Motion was made to by Jeff Malish and seconded by Gretchen Skok-DiSanto to approve the minutes of the January 9, and March 19, 2003 Marketing Committee Meetings. All approved, motion passed.

Data Base Project

Marty Singer reported the data base project was complete. Mr. Singer explained how easily our website is to access job openings. Mr. Singer reported we are not getting enough activity at this time, however, there are several hundred job openings at any given time that are available on these sites. We need to make people more aware of this website.

Jeff Malish suggested using the Tech School students to help update the data base on an ongoing basis. Marty Singer felt this would be possible and will look into this.

Ann DiDonato suggested there may be an E-mail address to notify companies that we are linking directly to their website.

Certification Progress

Marty Singer reported that we are very close to being certified. There will be a meeting this Friday, October 24th, with the partners to discuss the financial commitment that is required of the partners. Within approximately two weeks of this meeting everybody will sign the new Memorandum of Understanding (MOU) for the partners. We hope to be certified within days after that.

Marty Singer explained to the group after we become certified we will be making an official application for the Reed Act funds. Mr. Singer reviewed the application process. The Reed Act dollars can only be used for marketing and software. There was discussion on how funds will be used.

Marketing Plan

Jeff Malish asked the question, “what is the marketing plan?” Marty Singer explained; 1) we want to build awareness of Lake One-Stop; 2) We need to build traffic coming into the One-Stop Center. If we build traffic, each program will start to get more business.

Mr. Singer explained to the group that the State does not want the One-Stop Centers to look like government agencies. We want to look more like private business. The idea of the One-Stop Centers is to cut through the “red tape.” Mr. Singer reviewed the full process of the One-Stop Center Agency to the group and the changes that will be made to the One Stop Center in the future.

Marty Singer reviewed the functions of the Job Developer and Job Developer Committee. Each of the partners have at least one Job Developer. The Job Developers from every agency will communicate. We will do this by developing a committee. The committee will not have to meet often. We will communicate electronically when possible.

Marty Singer distributed a “DRAFT Marketing Plan for Lake County One-Stop Career Center.” Mr. Singer suggested the group review the draft and determine what the committee would and would not like to do. If we plan now and budget conservatively, we will be ready when the funds come in.

Ms. DiSanto felt the rest of the Partners should be involved in creating the Marketing Plan. She felt we should have the rest of the partners approval. Mr. Singer explained, as a committee of the Board, anything this committee does has to have Board approval and the Board consists of the One-Stop Partners. Gretchen DiSanto suggested having a work session. The group agreed. A date was set for the November 20th at 8:00 a.m. for a work group session with the One-Stop partners.

Breakfast with Latourette Plans

These plans will be tabled until after certification of the One-Stop Center.

A motion was made by Jeff Malish and seconded by Gretchen Skok-DiSanto to adjourn the meeting. As there was no further business, motion passed. Meeting adjourned.