

**MARKETING COMMITTEE MEETING
AUGUST 20, 2004**

at

**LAKE COUNTY DEPARTMENT OF JOB & FAMILY SERVICES
177 Main St., Painesville, OH 44077**

Marketing Members Attendance

Nancy Brown
Pat McAteer
Gretchen Skok-DiSanto
Jeff Malish

Staff Attendance

Robert Dawson
Marty Singer
Carol Anderson

A Motion was made to by Pat McAteer and seconded by Gretchen Skok-DiSanto to approve the minutes of the October 21, 2003, Marketing Committee Meeting. All approved, motion passed.

Nancy Brown talked about the next scheduled Project Daymaker. Ms. Brown stated they would like to get a higher profile statewide on this event.

Marty Singer reported to the group that the State is going to send a film crew to the Job Fair being held in September, and will feature the Project Daymaker event on a statewide video conference the first Tuesday in October. Marty distributed a summary of his ideas for this event and asked for suggestions from the group.

There were suggestions offered by the group on who could be on the list of potential participating employers. Marty reviewed the list of confirmed employer participants.

There was discussion on the setup of the tables and the alternate plan should the weather be unfavorable.

Nancy Brown expressed concern that the people needing their hair styled should be only people in need who cannot afford a haircut. Marty Singer assured her, the coupons that are handed out and any advertising specifies only for people in need.

Ms. Brown suggested there be something for the people to do while waiting - possibly show a video. There was discussion the type of video to be shown. Pat McAteer suggested one of the partners may have informational videos that they could show.

There was discussion on how to get the news media involved. The group talked about how to involve the News Herald, public radio and TV for media coverage.

Nancy Brown and Jeff Malish talked about contacting TV stations and will try to arrange for media coverage.

There was discussion on the parking arrangements. Marty Singer reported Job & Family Services staff will be asked to park in another area for the day. Gretchen Skok-DiSanto arranged for City Police to not ticket the metered parking spaces for the day. Gretchen also arranged for parking tickets to be validated in the city parking garage.

Nancy Brown suggested we develop a short list of what jobs are needed in the area and the availability, and guide people to specific areas of job opportunities.

Jeff Malish suggested we ask employers to put a listing of positions they are interviewing for on their table.

Pat McAteer suggested trying to get a commitment from companys to collaborate, and each pay a specific amount of dollars towards putting an ad in the paper. Jeff Malish suggested calling the companies and ask if they would be willing to go in together for one ad. Pat McAteer will work with the different companies to try to get a commitment to take part in the advertisement. There was discussion on what the ad should say.

Bob Dawson reported ODJFS has finally become a participant to the One Stop. This was the last length to get the full certification for the One Stop. Effective November 1st - 6 ½ people will be moving here to the One Stop. This will put all of our mandatory and optional partners here on site. The certification team will be here on November 10th. Our certification will qualify us for \$225,000 in Reed Act funds. The Reed Act dollars will have to be spent by next June 30th. We have made a preliminary request for about \$90,000. The lab is in need of new computers and software. There will be about \$75,000 left for marketing/outreach type of activities. Mr. Dawson is on a state committee where several of the agency Directors meet with the Workforce people from ODJFS. They have begun to review some of the marketing types of request and have outlined what can and cannot be done. We will send comments to the group of what ODJFS outlines for marketing funds and ask for recommendations.

There was further discussion regarding how the Reed Act funds could be used and how to market the One Stop Center.

As there was no further business, a motion was made by Nancy Brown to adjourn the meeting and seconded by Pat McAteer.