

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

**September 20, 2006 at 8:00 a.m.**

**at**

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

**Committee Members Attendance**

Pat McAteer  
Jeff Malish  
Ron Maruszak

**Staff Attendance**

Bob Dawson  
Leslie Ryan  
Pam Fiederer

**Call to Order**

Chair Pat McAteer called the meeting to order and declared a quorum.

**Approval of minutes of August 20, 2004**

Motion was made by Jeff Malish to approve minutes of August 20, 2004 meeting. Ron Maruszak seconded the motion. All in favor; Motion passed.

**New Business**

Bob Dawson presented an overview of the Dislocated Worker Outreach opportunity, the allocation (\$15,296), and historical utilization data for Lake1Stop. The Committee reviewed the strengths, weaknesses and needs of the One-Stop. The Committee worked through the guidance materials provided by the State and set the following goals for this initiative:

- Increase the utilization of services by Dislocated Workers by 20% by June 30, 2007.
- Increase the number of core customers using One-Stop services by 20% by June 30, 2007.
- Increase the number of resumes posted on the website by 20% by June 30, 2007.
- Increase the number of employers posting job orders by June 30, 2007.
- Increase overall Brand Awareness by 5% by June 30, 2007.

A methodology for measuring outcomes was discussed and agreed upon. The Committee decided that the primary Outreach Tactics were to be a series of ads within the Employment Section of The News Herald, ads and editorials in the Lake County Business Journal, a concentrated billboard campaign and the utilization of some community handouts. The Committee set a general budget range for each tactic.

The Committee authorized the administrative staff to complete and submit the Rapid Response Outreach Template and to proceed with the implementation of the Outreach Plan pending its approval by the State.

## **Adjournment**

There being no further business, the Chair called for adjournment.