

ADOPTED
Minutes of the Monterey County Workforce Investment Board
Advertising and PR Meeting

Friday, February 5, 2010, 10:00 A.M.

Association of Monterey Bay Area Governments (AMBAG) 445 Reservation Road, Marina

MEMBERS PRESENT	REPRESENTING
Wendy Brickman, <i>Chair</i>	Business
Scott Grover	Business
Harry Gamotan	Labor
Chris Chidlaw	Business
MEMBERS ABSENT	REPRESENTING
James Culcasi	Business
OTHERS PRESENT	REPRESENTING
Loyanne Flinn	Acting Director
Marleen Esquerra	WIB Staff
Stephanie Shonley	WIB Staff
Miguel Banda	WIB Staff

CALL TO ORDER:

Ms. Brickman called the meeting to order at 10:04am. She welcomed those in attendance and called for introductions from those present. A quorum was established.

CHANGES TO THE AGENDA: None.

PUBLIC COMMENT: None.

1. Action: Approve the minutes of the October 2, 2009, Advertising & Public Relations (Ad&PR) Committee meeting.

Motion: Mr. Chidlaw moved to approve the minutes, as stated.

Second: Mr. Gamotan

Motion Passed Unanimously

2. Action: Consider and approve changing the name of the Ad&PR Committee to “Public Relations (PR) & Outreach Committee”.

At the WIB retreat, Ms. Esquerra reported the members recommended changing the name of the Ad&PR Committee to “PR & Outreach Committee”, for the purpose of emphasizing the need to increase outreach strategies and advocacy of the One-Stop Career Center system and its services to the community. Mr. Chidlaw suggested adding “Community” to the name. Ms. Brickman was in favor of the idea. Mr. Gamotan asked if the name change would have any effect on what the committee does. Ms. Esquerra stated not likely based on guidance in the Office of Management and Budget (OMB) CIRCULAR A-87. Ms. Esquerra passed out copies of OMB Circular A-87 which provides a list of allowable advertising and public relations cost principles for State, Local, and Indian Tribal Governments.

Motion: Mr. Chidlaw moved to approve the name of the committee to PR & Community Outreach.

Second: Mr. Gamotan

Motion Passed Unanimously

3. Information: Discussion regarding the Ad&PR Committee’s efforts to support the 2009 WIB Retreat work plans.

Ms. Esquerra highlighted the list of promotional ideas recommended by the full WIB at the 2009 Retreat for review and discussion. Once the members reach consensus on the types of initiatives for promotion, Ms. Esquerra recommended scheduling a special meeting on March 5 to review and take action on funding recommendations. The actions taken from this meeting will be presented back to the Executive Committee and full WIB. The proposed campaign start date for the summer youth employment program would be April 1. Mr. Chidlaw agreed to collect radio, TV and print media proposals before the next meeting on March 5 for the members to review and approve. Ms. Esquerra stated that she met with Ms. Lynda Dunn, Deputy Director of the Office for Employment Training to discuss the summer youth employment program and promotional ideas. During this meeting, Ms. Dunn recommended using the same summer youth promotional materials as last year, with the addition of the One Stop logo. Ms. Dunn also agreed to look into using the website as well as the email blast to employers. It’s estimated that OET will be enrolling approximately 400 youth this year. For the website and email blast, Mr. Chidlaw requested changing the phrase “you’ve got nothin’ to lose” because it’s too casual. He also suggested updating the photos to use youth who have completed the summer youth employment program. Ms. Brickman stated the “Summer Earn & Learn” logo works. Mr. Gamotan agreed the photos should be replaced with our youth. Ms. Brickman inquired about the recipients of the email blast. Ms. Esquerra stated business contacts are compiled by OET’s

program staff. Promotional information is also distributed throughout the school systems, at recreation centers, and libraries for example. Applications are generally accepted on a first come; first serve basis. Ms. Esquerra stated that the WIA and ARRA funding may impact the target audience and age groups. Ms. Brickman recommended using balloon comments with thoughts of the youth that are geared towards going to college, earning money or buying a car. Ms. Esquerra stated that she will check with OET about plans to work with the website developer to update the email blast and SYEP website based on comments received. Ms. Esquerra stated that OET supported the promotion of WorkKeys and Rapid Response activities. Mr. Gamotan presented information on the services offered through the One Stop for employers and employees impacted by layoffs and company closures. He welcomed feedback from the members. A few ideas included running the promo packets by business representatives for feedback and to add client testimonials. Mr. Chidlaw stated that he liked the Business Solutions flyer and requested that the pictures be used for the youth promotional materials. Last year, Ms. Esquerra reported \$12,000 was expended for outreach and promotion of the summer youth employment program. Proposals will be brought to the next meeting for the members to review and consider. Mr. Grover recommended checking into using Facebook & MySpace to increase outreach to the youth. For the print advertisement, Mr. Chidlaw stated that he will check with Mr. Cushman on the status to revitalize this campaign. This can be used to outreach to the community, promote One Stop services and recruit new Board members. Ms. Shonley suggested promoting the number of years the members served on the WIB. Ms. Esquerra stated that testimonials from our clients and service providers may also be used and featured on the WIB's website. Ms. Esquerra stated that she will revitalize the Chambers & Associations-at-a-glance to be emailed out to WIB and Youth Council to increase outreach. As for recognition events, Ms. Flinn recommended featuring all the various customer groups served by the One Stop system instead of only recognizing individuals with disabilities. Ms. Esquerra presented an update on the 'Pillars of Success' program that is being considered for implementation in Monterey County. Ms. Brickman and Mr. Chidlaw liked the concept. For the Economic and Workforce Development Event on April 23, 2010, Ms. Esquerra stated that she will contact the Business Council to see if they might be interested in support to coordinate a speakers panel and/or staff support. Ms. Esquerra passed out an example of an ARRA sticker to promote businesses hiring employees, using ARRA funds. Mr. Banda suggested using a triple bottom tag line on the sticker. Ms. Brickman recommended updating the label to add a call to action and to use a triple bottom tag line such as "Puts People to Work. Allows Businesses to Grow. Stimulates Local Economy". As another means of outreach support, Ms. Esquerra stated that she contacted each of the cities for a list of their updated business licenses to share with the One Stop partners and subcontractors.

4. Information: Update regarding the Ad&PR Committee's calendar of meetings for 2010.

Ms. Esquerra reviewed the upcoming calendar of meetings.

ANNOUNCEMENTS:

Ms. Brickman announced the Special Ad&PR meeting on March 5, 2010 and the full WIB meeting on April 7, 2010.

ADJOURNMENT:

Motion: Mr. Gamotan moved to adjourn the meeting.

Second: Mr. Grover

Motion Passed Unanimously

Ms. Brickman adjourned the meeting at 11:04 am