

Marketing Committee Meeting

Monday, Oct. 12, 2009

12:30 p.m.

El Centro One-Stop East

2695 S. 4th Street, El Centro, CA 92243



Jason Jackson

*Workforce Development Board
Chair*

Sherry Spencer

*Marketing Committee
Chair*

Sam Couchman

Director

Agenda

1. Welcome
2. Public Comments
3. Approval of Minutes
4. Status of Website Development
5. Discussion of Marketing Goals/Strategies
6. Other Discussion
 - Ad for IVEDC Annual Review
 - Signs for Boardroom
 - New committee members
7. Other Business
8. Next Meeting – move to first Wednesday, Nov. 4, 2009
9. Meeting Adjourned

El Centro One-Stop East
2695 S. 4th Street, El Centro, CA 92243
Tel # 760/337-5036
<http://www.imperialcounty.net/icwdb.org>

Marketing Meeting
2695 South 4th Street Bldg # D
El Centro, CA 92243
Minutes of September 28, 2009
(Informational Minutes only)

MEMBERS

PRESENT

Chair, Sherry Spencer, Tim Kelley, Camilo Garcia.

ABSENT

Robert Herrera, Enrique Nunez.

STAFF

Kelli Graham is the new staff for the Marketing Committee.

MEETING CALLED TO ORDER

By Chair, Sherry Spencer

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

There was no quorum present to approve minutes for June 15, 2009.

Minutes for September 28, 2009 will be INFORMATIONAL ONLY, no quorum present.

OTHER BUSINESS

Informal discussion:

- Marketing Committee's attendance was discussed. The committee discussed the member's attendance and replacing members not attending. It was suggested confirming with committee members before each meeting to ensure quorum.
- It was suggested to provide contact information to Spectrum and the County IT regarding the website. Staff had previously provided contact information to Spectrum and the County IT. A follow up will be made by staff.
- Previous WDB organizational goals were reviewed and briefly discussed.
- A WDB website update was provided. The WDB website layout and linkage are needed to be completed. Business Services will be included as a link.
- The WDB website is pending the following:
 - Mission Statement
 - About Us
 - Tag Line

- Other Workforce Development websites will be reviewed and examples provided to the committee.
- The Resume Writer is a program and will not be available on the website

NEXT MEETING

Marketing meeting will be held on Monday, October 19, 2009 at 12:30.

MEETING ADJOURNED

Marketing Meeting
2695 South 4th Street Bldg # D
El Centro, CA 92243
Minutes of June 15, 2009

MEMBERS

PRESENT

Chair, Bill Gay, Sherry Spencer, Camilo Garcia.

ABSENT

Robert Herrera, Tim Kelley, Enrique Nunez.

STAFF

Sam Couchman, Letty Taylor

MEETING CALLED TO ORDER

By Chair, Bill Gay

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

No quorum

WEB SITE DISCUSSION

The Marketing committee and the County IT Manager/staff discussed if they are capable of hosting the WDB website. The County is capable of hosting the WDB website. The WDB website may also be hosted externally with links back to the County.

The WDB website should have capabilities to incorporated wiki, email, flash media and video.

The County is able to provide wiki, flash media, and video. The county may require upgrading hardware in the server.

The WDB website RFQ will be released. A copy of the WDB website RFQ will be provided to the County IT. The County will decide if they want to respond to the WDB website RFQ and if they can meet the time frame and the requirements.

The following in **bold** was requested to be changed in the RFQ:

D. STATEMENT OF WORK

1. OBJECTIVE

Responders to this RFQ will also be responsible for demonstrating how their respective services will:

- **Can be housed within the Imperial County.com Network System or externally with linkages with the Imperial County.com Network System.**

Next Meeting July 27, 2009.

Meeting adjourned.