

**SANTA ANA WORKFORCE INVESTMENT BOARD
MARKETING COMMITTEE**

AGENDA

**APRIL 10, 2008
8:30 AM**

**SANTA ANA WORK CENTER
1000 E. Santa Ana Blvd. #200
Library
Santa Ana, CA 92701**



MARKETING COMMITTEE MEMBERS

**Vacant
CHAIRPERSON**

**Patrick Korthuis
Vice-Chairperson**

**Phil Campanelli
Lee McMurtray
Renee Ward**

**Eduardo Figueroa
Gregory Lewis
Asif Syed**

LISA STORCK
LEGAL COUNSEL

STEPHEN G. HARDING
DEPUTY CITY MANAGER FOR
DEVELOPMENT SERVICE

MARIA A. LEGER
RECORDING SECRETARY

LINDA A. SUMMERS
ECONOMIC DEVELOPMENT MANAGER

If you need special assistance to participate in this Santa Ana Workforce Investment Board of Directors meeting, please contact the City ADA Program Coordinator, at (714) 647-5340. Please call prior to the meeting date, to allow the City enough time to make reasonable arrangements for accessibility to this meeting. [Americans with Disabilities Act, Title II, 28 CFR 35.102]

**BASIC MARKETING COMMITTEE
WORKFORCE INVESTMENT BOARD
MEETING INFORMATION**

AGENDA DESCRIPTIONS

The Agenda descriptions provide the public with a general summary of the items of business to be considered by the Marketing Committee. The Committee is not limited in any way by the Recommend Action and may take any action, which the Committee deems to be appropriate on an Agenda item. Except as otherwise provided by law, no action shall be taken on any item not appearing in the Agenda.

All supporting documentation for this Agenda is available for public review in the Community Development Agency during regular business hours, 8:00 a.m. – 5:00 p.m., Monday through Friday. The Community Development Agency is located in City Hall, 6th Floor, 20 Civic Center Plaza, Santa Ana, California, (714) 647-5360.

PUBLIC COMMENTS

Pursuant to Government Code Sec. 54954.3, the public may comment on any agenda item under consideration by the Marketing Committee and on any other matters under the Committee's jurisdiction. To speak, please register by submitting a completed "Request to Speak" form to the Committee Secretary. Speaker forms are available.

To speak on an item on the Agenda, enter the Agenda item number on your speaker form. The Chairperson will call your name when that Agenda item is considered.

To speak on an item not on the Agenda, check the public comments box on your speaker form. The Chairperson will call your name during the Public Comments portion of the meeting.

When speaking, please state your name and address. Limit your remarks to three (3) minutes. The number of speakers and allotted time may be limited at the discretion of the Chairperson.

CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine by the Marketing Committee and will be enacted by one motion without discussion. A member of the Committee may "pull" any item from the Consent Calendar for a separate vote. Persons wishing to speak regarding Consent Calendar matters should file a "Request to Speak" form with the Committee Secretary, in which case the item will also be "pulled" from the Consent Calendar.

REGULAR MARKETING COMMITTEE

April 10, 2008

CALL TO ORDER

Chairperson Vacant

Committee Members:

KORTHUIS, CAMPANELLI, FIGUEROA
LEWIS, McMURTRAY, SYED and WARD

STAFF: Assistant City Attorney,
Economic Development Manager,
Deputy City Manager for Development Services

ROLL CALL

Recording Secretary LEGER

INTRODUCTIONS

CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine by the Santa Ana Workforce Investment Board (WIB) and/or have been reviewed and approved by at least one other WIB Committee. These items will be enacted by one motion without discussion unless otherwise directed by the Chairperson. Persons wishing to speak regarding Consent Calendar matters should file a "Request to Speak" form with the Recording Secretary.

Recommended Action:

1. **Approve the staff recommendations on the following Consent Calendar Items.
(Items 1 and 2)**

ADMINISTRATIVE MATTERS

1. MINUTES

Recommended Action:

Accept Minutes of Regular Marketing Meeting of June 5, 2007.

MISCELLANEOUS ADMINISTRATION

2. EXCUSED ABSENCES TO BE RECORDED

***** END OF CONSENT CALENDAR *****

BUSINESS CALENDAR

Matters listed on the Business Calendar are generally items requiring discussion or for items not previously reviewed by a WIB Sub-Committee.

3. APPOINTMENT OF MEMBER TO SANTA ANA WORKFORCE INVESTMENT BOARD

Recommended Action:

Approve the nomination of and recommend that the Santa Ana City Council appoint Mr. John H. Balkhi, owner, Liberty Tax Service, as a private sector member on the Santa Ana Workforce Investment Board.

***** END OF BUSINESS CALENDAR *****

WORK STUDY SESSION

Work Study Sessions provide the Marketing Committee an opportunity to study complicated issues prior to making a decision(s) or to review programs, projects and/or proposals.

4. REVIEW WORKFORCE INVESTMENT BOARD LOGOS AS PRESENTED BY CONSULTANT

***** END OF WORK STUDY SESSION *****

REPORTS

5. MARKETING SURVEY – JAIME LOPEZ, WIB MARKETING COORDINATOR

COMMENTS

6. PUBLIC COMMENTS

AT THIS TIME the members of the public may address the Marketing Committee regarding any non-agenda items within the subject matter jurisdiction of the committee. NO action may be taken on non-agenda items unless authorized by law.

7. STAFF MEMBER COMMENTS

AT THIS TIME City staff members may address the Marketing Committee regarding any non-agenda items within the subject matter jurisdiction of the committee. NO action may be taken on non-agenda items unless authorized by law.

8. MARKETING MEMBER COMMENTS

AT THIS TIME Marketing Committee members may comment on non-agenda matters and ask questions of or give directions to staff. NO action may be taken on non-agenda items unless authorized by law.

ADJOURNMENT

Next Meeting: **July 10, 2008, at 8:30 A.M.**
 Santa Ana WORK Center Library
 1000 E. Santa Ana Blvd. Ste. 200
 Santa Ana, California 92701