

**ACTION MINUTES OF THE REGULAR MEETING  
OF THE SANTA ANA WORKFORCE INVESTMENT BOARD  
MARKETING COMMITTEE MEETING  
SANTA ANA, CALIFORNIA**

**APRIL 10, 2008**

**CALL TO ORDER**

SANTA ANA WORK CENTER LIBRARY  
1000 E. SANTA ANA BLVD., SUITE 200  
SANTA ANA, CA  
8:45 A.M.

**ATTENDANCE**

COMMITTEE MEMBERS Present:  
PATRICK KORTHUIS, Vice Chairperson  
PHIL CAMPANELLI  
EDUARDO FIGUEROA  
ASIF SYED

Absent:  
RENEE WARD, GREGORY LEWIS, AND  
LEE MCMURTRAY (3)

STAFF Present:  
FRAN JUTZI, WIB Administration  
JAIME LÓPEZ, Marketing Coordinator  
MARIA LEGER, Recording Secretary  
CHRIS DALTON, Economic Development Spec.  
GUEST:  
JOHN BALKHI, Liberty Tax Service

**CONSENT CALENDAR**

**Motion: Approve staff recommendations on the following Consent Calendar items (Item 1 and 2):**

<b>MOTION:</b>	Campanelli	<b>SECOND:</b>	Syed
<b>VOTE:</b>	<b>AYES:</b>	Korthuis, Campanelli, Figueroa and Syed	
	<b>NOES:</b>	None (0)	
	<b>ABSTAIN:</b>	None (0)	
	<b>ABSENT:</b>	Lewis, McMurtray and Ward	

## **ADMINISTRATIVE MATTERS**

### 1. MINUTES

**Motion: Approve Minutes**

**Regular Meeting of June 5, 2007**

## **MISCELLANEOUS ADMINISTRATION**

### 2. EXCUSED ABSENCES

**Motion: Excuse the absence of the following members from the regular meeting of April 10, 2008: Lewis, McMurtray and Ward.**

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

## **BUSINESS CALENDAR**

### 3. APPOINTMENTS

**Motion: 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.**

**MOTION:** Syed

**SECOND:** Figueroa

**VOTE:** **AYES:** Korthuis, Campanelli, Figueroa and Syed

**NOES:** None (0)

**ABSTAIN:** None (0)

**ABSENT:** Lewis, McMurtray and Ward

## **WORKSTUDY SESSION**

### 4. REVIEW WORKFORCE INVESTMENT BOARD LOGOS AS PRESENTED BY CONSULTANT

A work-study session was held to discuss possible modifications to the Workforce Investment Board Logo. Chris Dalton presented five possible changes to the logo. The committee members gave their suggestions as to what may need to change.

Chris also informed the committee that the website is also in the process of being updated. The agendas and minutes are current, but the rest of the website is still under construction.

## **REPORTS**

### 5. MARKETING SURVEY – JAIME LÓPEZ, WIB Marketing Coordinator

Jaime López gave a summary of the response he has received when he conducted the Business Services Survey.

## **COMMENTS**

### 6. PUBLIC COMMENTS - None

### 7. STAFF MEMBER COMMENTS – None

### 8. COMMITTEE MEMBER COMMENTS – Eduardo Figueroa would like to see the committees take over the marketing again. He has heard from other Board members that the WIB is the best kept secret in Santa Ana. He would like to get the information out there. Phil Campanelli asked about the status of WIB nominations back in June. Stacey Sanchez and Oscar Novello both are now on the WIB.

## **ADJOURNMENT** – 10:10 am

Maria Leger  
Recording Secretary

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