

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

**January 06, 2009**

**CALL TO ORDER**

EMBASSY SUITES HOTEL  
1325 E. DYER RD.  
SANTA ANA, CA 92705  
8:10 A.M.

**ATTENDANCE**

COMMITTEE MEMBERS Present:  
EDUARDO FIGUEROA - CHAIRPERSON  
PATRICK KORTHUIS-VICE CHAIR  
PHIL CAMPANELLI AND ASIF SYED (4)

Absent:  
GREGORY LEWIS AND TERESA SALDIVAR  
(2)

STAFF Present:  
FRAN JUTZI, WIB Administration  
JAIME LÓPEZ, Marketing Coordinator  
MARIA LEGER, Recording Secretary

**CONSENT CALENDAR**

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

<b>MOTION:</b>	Campanelli	<b>SECOND:</b>	Korthuis
<b>VOTE:</b>	<b>AYES:</b>	Korthuis, Campanelli, Figueroa, and Syed (4)	
	<b>NOES:</b>	None (0)	
	<b>ABSTAIN:</b>	None (0)	
	<b>ABSENT:</b>	Lewis and Saldivar (2)	

**ADMINISTRATIVE MATTERS**

1. MINUTES

**Motion: Approve Minutes**

**Regular Meeting of November 18, 2008**

2. EXCUSED ABSENCES

**Motion: Excuse the absence of the following members from the regular meeting of November 18, 2008: Lewis.**

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

**BUSINESS CALENDAR**

3. **Motion: Approve the nomination of and recommend that the Santa Ana City Council appoint Ms. Kim N. Zastrow, CEO of Vitesse Recruiting and Staffing, Inc., as a private sector member on the Santa Ana Workforce Investment Board.**

<b>MOTION:</b>	Korthuis	<b>SECOND:</b>	Syed
<b>VOTE:</b>	<b>AYES:</b>	Korthuis, Campanelli, Figueroa, and Syed (4)	
	<b>NOES:</b>	None (0)	
	<b>ABSTAIN:</b>	None (0)	
	<b>ABSENT:</b>	Lewis and Saldivar (2)	

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

**WORKSTUDY SESSION**

4. DISCUSS MARKETING STRATEGY FOR WORKFORCE INVESTMENT BOARD

A work-study session was held to discuss possible tasks the Marketing Committee could pursue.

Jaime Lopez gave a brief update on the Legislative piece that the three WIBs are working on. They met on December 17, 2008 with the consultants to talk about content for the Legislative piece and discussed having it be an emotional piece versus a political or educational piece. They want ideas, as well as testimonials from both businesses and clients. The consultants are working on the format right now. The piece needs to be completed by late February as the NAWB Conference is early March. Jaime Lopez is currently working on getting testimonials from some WIB members and businesses. Eduardo Figueroa suggested that perhaps some of the testimonials could be video and put on YouTube.

Jaime Lopez gave an update on the new WIB website and said he is in the process of removing the minutes and agendas from 2007. 2008 and 2009 minutes and agendas will be maintained. Jaime Lopez reminded Committee members that any special events they want to post can be put on the website within a day. Fran Jutzi asked Jaime Lopez to send out a reminder to all WIB Members about posting events.

Jaime Lopez passed out samples of different e-newsletters. He wanted the input on what they thought should be included in the email newsletters. The main suggestions were to keep the emails short and to the point and to include links to more information. Within the other information there can be a calendar of events, Board Member news, etc. Jaime Lopez agreed to have some samples ready for the next meeting. Eduardo Figueroa wanted to know what the chance of printing and mailing a newsletter? For right now Fran Jutzi said that only an email would be possible since it would keep the cost down. Jaime Lopez said he has approximately 460 email addresses to send the email newsletter. Eduardo Figueroa reminded Jaime that Chris Dalton said he had over 3000 email addresses. It would be great to get those too and include them in the e-newsletter distribution. Jaime said he will ask Chris to share them. Phil Campanelli asked if it was possible to get an article in CityLine to explain the new email newsletter and have a way for people to sign up for it. Jaime will look into that and report back at the next meeting.

The Tiger Team from SBA/Small Businesses Development Center will be presenting at the next WIB meeting. Jaime Lopez said that they were very excited about presenting to the WIB.

Eduardo Figueroa suggested that the WIB invite the Superintendent of the Santa Ana Unified School District to give a presentation to the Board. The school district is in need of major assistance and Eduardo believes that the business community needs to be made aware of what is happening in the district. Fran Jutzi agreed to extend an invitation to the March WIB Meeting. Phil Campanelli explained that the schools have no concept of fundraising. They invited the Segerstrom High School Choir to do a Christmas Program at the Embassy Suites. The kids received a standing ovation and they gave the school a donation. Mr. Campanelli believes that there are ways that the schools could make some money by doing

more fundraisers. Mr. Asif Syed said that there are definitely ways for non-profits to make money. They need to just get out there and fundraise.

### **COMMENTS**

- 4 PUBLIC COMMENTS - None
- 5 STAFF MEMBER COMMENTS – Fran Jutzi explained to the committee that the City really wants us to cut back on meetings and suggested this committee consider meeting every other month. The committee collectively agreed that if meetings are cut back that the members will lose interest. Eduardo Figueroa asked that we meet in February as this committee has a lot going on. It was agreed that Jaime Lopez will have samples of the newsletter for the February meeting.
- 6 COMMITTEE MEMBER COMMENTS – None

### **ADJOURNMENT** – 9:05 am

Maria Leger  
Recording Secretary

Next meeting: February 06, 2009, at 8:00 a.m.  
Embassy Suites Hotel  
1325 E. Dyer Rd.  
Santa Ana, California 92705