

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

November 18, 2008

CALL TO ORDER

EMBASSY SUITES HOTEL
1325 E. DYER RD.
SANTA ANA, CA 92705
8:40 A.M.

ATTENDANCE

COMMITTEE MEMBERS Present:
EDUARDO FIGUEROA - CHAIRPERSON
PATRICK KORTHUIS-VICE CHAIR
PHIL CAMPANELLI, LEE MCMURTRAY,
TERESA SALDIVAR, AND ASIF SYED (6)

Absent:
GREGORY LEWIS (1)

STAFF Present:
LINDA SUMMERS, Economic Development Mgr
FRAN JUTZI, WIB Administration
JAIME LÓPEZ, Marketing Coordinator
CHRIS DALTON, Econ. Dev. Spec. I
MARIA LEGER, Recording Secretary

CONSENT CALENDAR

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

MOTION:	Korthuis	SECOND:	Saldivar
VOTE:	AYES:	Korthuis, Campanelli, Figueroa, McMurtray, Saldivar and Syed (6)	
	NOES:	None (0)	
	ABSTAIN:	None (0)	
	ABSENT:	Lewis (1)	

ADMINISTRATIVE MATTERS

1. MINUTES

Motion: Approve Minutes

Regular Meeting of October 21, 2008

2. EXCUSED ABSENCES

Motion: Excuse the absence of the following members from the regular meeting of October 21, 2008: Lewis.

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

WORKSTUDY SESSION

3. REVIEW FUNCTION OF THE MARKETING COMMITTEE

A work-study session was held to discuss possible tasks the Marketing Committee could pursue with input from Linda Summers, Economic Development Manager. Chris Dalton was to give the committee a preview of the new WIB website but was unable to log into the City's intranet.

Linda Summers distributed a copy of the postcard announcing the upcoming launch of the new Santa Ana WIB website. It will be mailed to the top 50 or 100 businesses in Santa Ana. Phil Campanelli asked for a pdf version of the postcard so he could email it to his contacts.

Linda Summers noted that the three WIBs (Orange County, Anaheim and Santa Ana) recently met and they want to create a "Legislative Piece" or "Educational Piece" to take to Washington D.C. to show elected officials. She noted that Robert Riech may be appointed as the new Labor Secretary which would be great news as he created the One-Stop system. WIA legislation is scheduled to expire in March 2010 so that gives congress approximately one year to figure out what to do with WIA.

Ms. Summers noted that the Enterprise Zone received a new 15 year designation, that will be unveiled this coming January throughout Santa Ana.

Eduardo Figueroa asked Linda Summers what she expects from this committee. Linda Summers explained the current budget crisis the city is facing and said it is important for the city try to stream line its costs. Eduardo reaffirmed that the main focus of the Marketing Committee is to recruit new Board Members and to help the One Stop market services. Linda Summers explained that her staff makes hundreds of calls to businesses and sends out surveys to help market the WORK Center as well.

Linda Summers explained that SBA has new modeling software that they will start to unveil after the first of the year. The SBA will be partnering with CDA when the new Enterprise Zone rollouts begin.

Eduardo Figueroa asked how many business email addresses are in the database. Chris Dalton said that there were approximately 3000 in the current database. Eduardo asked if there is some sort of Marketing Budget. Linda Summers explained that currently things are allowed on a case by case basis even when there is funding budgeted. The City's message is to minimize spending in all areas.

Linda agreed to let the committee do an email newsletter or possibly do an insert in the Orange County Register or the CityLine. Linda reiterated that the CityLine will still let us place articles free of charge.

Phil Campanelli asked if the WORK Center could do a presentation to the National Association of Human Resources as there is an Orange County Chapter. Chris Dalton explained that on the new Website, there is a block on the left hand bottom corner that asks for email addresses. This should give us a larger database to work from.

COMMENTS

- 4 PUBLIC COMMENTS - None
- 5 STAFF MEMBER COMMENTS – Chris Dalton and Linda Summers announced that the new WIB website will be launched on Friday, November 21, 2008. It was agreed by everyone that the meeting time has switched from Thursday to Tuesday and from 8:30 to 8:00 am.
- 6 COMMITTEE MEMBER COMMENTS – None

ADJOURNMENT – 9:35 am

Maria Leger
Recording Secretary

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