

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

February 10, 2009

CALL TO ORDER

EMBASSY SUITES HOTEL
1325 E. DYER RD.
SANTA ANA, CA 92705
8:17 A.M.

ATTENDANCE

COMMITTEE MEMBERS Present:
EDUARDO FIGUEROA - CHAIRPERSON
PHIL CAMPANELLI, GREGORY LEWIS,
TERESA SALDIVAR AND ASIF SYED (5)

Absent:
PATRICK KORTHUIS (E)(1)

STAFF Present:
FRAN JUTZI, WIB Administration
JAIME LÓPEZ, Marketing Coordinator

CONSENT CALENDAR

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

MOTION:	Saldivar	SECOND:	Lewis
VOTE:	AYES:	Campanelli, Lewis, Figueroa, Saldivar and Syed (5)	
	NOES:	None (0)	
	ABSTAIN:	None (0)	
	ABSENT:	Korthuis (1)	

ADMINISTRATIVE MATTERS

1. MINUTES

Motion: Approve Minutes

Regular Meeting of January 6, 2009

2. EXCUSED ABSENCES

Motion: Excuse the absence of the following members from the regular meeting of January 6, 2009: Lewis and Saldivar.

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

BUSINESS CALENDAR

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

WORKSTUDY SESSION

3. DISCUSS MARKETING STRATEGY FOR WORKFORCE INVESTMENT BOARD

A work-study session was held to review draft samples of e-newsletter and to determine next steps for the Marketing Committee.

Jaime Lopez provided two sample e-newsletters for the committee to review the content and layout. The committee members suggested having the color scheme match that of the WIB website. Overall they preferred the layout of the blue newsletter and wanted to keep its title but suggested adding hyperlinks to all the articles and events in the calendar as well as a link to past e-newsletters. They suggested adding the partners' logos on the left side which is currently empty. They also suggested several different topics that could be in the e-newsletter, such as: articles on the economy, free or low cost events being offered to assist employers in these tough times, WIB membership opportunities, links to tools to retrain employees, jobs information, and any WIB board action that might be of interest. They also suggested expanding the unemployment section to include county and state and run it quarterly.

The committee suggested running an ad or article in the City Line promoting the WIB website and the e-newsletter. Other suggestions included articles on employment trends and forecasts from industry experts and college "think tanks" as well as additional information on the Santa Ana WORK Center as a resource for employers and adding a link to past e-newsletters.

Fran Jutzi is going to ask EDD to provide a list of employment clusters from CalJOBS so the committee can see what kinds of job opportunities currently exist.

Jaime Lopez will work on changing the color scheme on the e- newsletter and pass it by Linda Summers to get her feedback before proceeding any further. Additionally the committee would like to have a brochure that they could use to recruit new members so Jaime will start developing that for the next meeting.

COMMENTS

4. PUBLIC COMMENTS - None
5. STAFF MEMBER COMMENTS – None
6. COMMITTEE MEMBER COMMENTS – Phil Campanelli asked about Kim Zastrow’s nomination and was informed that city hall had pulled it. Jaime Lopez has a meeting, on February 17th, with Linda Summers to discuss what industry clusters she wants him to go after for future WIB membership.

ADJOURNMENT – 9:10 am

Next meeting: March 10, 2009, at 8:00 a.m.
Embassy Suites Hotel
1325 E. Dyer Rd.
Santa Ana, California 92705