

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

June 16, 2009

CALL TO ORDER

Santa Ana WORK Center
1000 E. Santa Ana Blvd.#200
SANTA ANA, CA 92701
11:05 A.M.

ATTENDANCE

COMMITTEE MEMBERS Present:
EDUARDO FIGUEROA - CHAIRPERSON
PATRICK KORTHUIS – Vice Chairperson
TERESA SALDIVAR, AND ASIF SYED (3)

Absent:
GREG LEWIS(E) (1)

STAFF Present:
FRAN JUTZI, WIB Administration
LINDA SUMMERS, Economic Dev. Mgr
JAIME LÓPEZ, Marketing Coordinator
MARIA LEGER, Recording Secretary

GUESTS Present:
LEE McMURTRAY, ANA JIMENEZ-HAMI,
PATRICIA FITZGERALD. AND
RACHEL RAMIREZ

CONSENT CALENDAR

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

MOTION:	Korthuis	SECOND:	Saldivar
VOTE:	AYES:	Figueroa, Korthuis, Saldivar and Syed (4)	
	NOES:	None (0)	
	ABSTAIN:	None (0)	
	ABSENT:	Lewis (1)	

ADMINISTRATIVE MATTERS

1. MINUTES

Motion: Approve Minutes

Regular Meeting of March 10, 2009

2. EXCUSED ABSENCES

Motion: Excuse the absence of the following members from the regular meeting of June 16, 2009: Greg Lewis

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

***** BEGIN WORK STUDY SESSION *****

WORK STUDY SESSION

3. MEET WITH CONSULTANT TO DISCUSS E-NEWSLETTER AND OTHER MARKETING MATERIALS

Patricia Fitzgerald and Rachel Ramirez, from Performance Excellence Partners, Inc., were introduced. They are developing tri-fold marketing brochures and assisting with the e-newsletter. Rachel Ramirez presented ideas for several brochures to be used by the WORK Center. Linda Summers explained that these brochures will be in three different languages; Spanish, Vietnamese and English. Using illustrations on the cover provide more flexibility than photos. Feedback is due on Friday.

The consultants provided examples of copy and layout for postcards to be mailed to businesses or distributed at different events. The committee did not like the original copy; Linda Summers will provide some more examples. Rachel Ramirez explained that the words "no-cost" will be removed from all copy.

Patrick Korthuis left meeting

The consultants reviewed the e-newsletter and made a few suggestions. Eduardo Figueroa said he would like to see the e-newsletter used as a communication tool between small businesses and WIB staff. Asif Syed wanted a catchy name for the e-newsletter. Suggestions were to be mailed Fran Jutzi.

Additional brochures/flyers for approximately 12 different job sectors were also discussed. Carlos de la Riva is to verify sectors and review the copy.

Rachel Ramirez suggested the “recruiting” brochure for potential WIB Members should explain what the WIB does. Ms. Ramirez said a comprehensive Power Point presentation might be a great tool to share with new members and could double as a recruitment tool as well.

It was decided that there would be four logos used on all the publications; the WIB logo, EDD, the WORK Center and the ARRA logo.

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

COMMENTS

4. PUBLIC COMMENTS - None
5. STAFF MEMBER COMMENTS – Linda Summers announced the June 29th kick off for the summer youth program.
6. COMMITTEE MEMBER COMMENTS – None

ADJOURNMENT – 12:45 p.m.

Next meeting: July 14, 2009, at 8:00 a.m.
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Santa Ana, CA 92701