

Greater New Bedford Workforce Investment Board, Inc.
Business Development Committee
January 6, 2010
Tomlinson & O'Neil Insurance Agency, Inc
Meeting Minutes

Committee Members in Attendance: Christopher J. O'Neil, Chair; Roy Nascimento, Dennis Galvam, Paul Correia, Jeffery Travers, Michael R. Shea, Lisa M. Lemieux

Committee Members Absent: James Butler, Charles N. Sisson (excused), Derek Santos, Michelle Hantman, Andrew T. Guilbeault, Thomas Davis

Workforce Development System staff attending: Leonard Coriaty, Bridget Alexander, Sean McGauley; Ed Dennehy, John Whalen

WIB Board Members: Mary Harrington

Meeting called to order 8:35 AM

1. Introductions
2. Consent Agenda – November 18th Meeting Minutes
 - Chris motioned to approve the November 18th Meeting Minutes, Roy Nascimento seconded, and it was approved unanimously.
3. New Logo – Feedback and/or Vote
 - Bridget Alexander handed out the [Logo options](#) and asked the BDC to review the choices and choose their top two concepts to be further developed. She also informed the BDC that the logo options were presented to the WIB staff and were asked to choose their top three concepts. The Logo options contained 8 logo choices, including the current WIB logo, and concept variations of a couple logos. Discussion began around the logo options. Some notable feedback included:
 - Len Coriaty said that he would like the logo to speak for itself and explained that some of the options can be tweaked or combined. John Whalen would like the tagline to be more than just “training” and suggested “Guiding tomorrow’s workforce.” Len added that he would like to see the logo show a distinction between the WIB and the Career Center; in response to this, Bridget explained the two phase plan which would include: phase one, rebranding the WIB, and phase two, rebranding the Career Center to parallel the new “look” and “feel” of the WIB.
 - Len Coriaty and Chris O’Neil expressed concern that the acorn concept may have a negative connection.
 - Mike Shea recommended that the acronym WIB be present in the logo and to also stress the Greater New Bedford region.

-Lisa Lemieux would like the logo to focus on what the region has and likes the compass concept.

-Len would like to see the point on the compass representing words like “education” and “training” or contain a star in the South East point of the compass to represent the Greater New Bedford region.

-After a suggestion from Len Coriaty, the BDC unanimously agreed to focus only on concept 6, the Compass concept. Feedback will be brought to Medium Studio and multiple variations of the concept will be drafted. Leonard Coriaty suggested the concept be presented to the Executive Committee’s January meeting, and all agreed.

4. BDC’s Scorecard – Updates & Edits

a. [Resource Development Update](#)

-Bridget Alexander went over the [BDC scorecard](#) stating that no changes have been made since the Quarterly Meeting. Bridget also presented the [Scorecard Update](#), and explained the snapshot on 2010 goals has not changed. She asked the BDC for any ideas of what we should be tracking.

b. [Marketing Report](#)

-Sean McGauley went over the Marketing Report. He informed the BDC that the Marketing Report is a new report that will track the WIB’s marketing efforts and be included with the Resource Development Update. He said that this will allow the WIB to see where their marketing efforts are strong, and where they might fall short.

5. Literacy – ELC Final Report, Barnes & Noble Bookfair

-Bridget Alexander informed the BDC that the WIB’s contract with the Community Foundation of Southeastern Massachusetts (CFSEMA) for the ELC is coming to an end. WIB staff plans to meet with CFSEMA president, Craig Dutra to figure out the WIB’s status going forward.

-Chris O’Neil brought up the Learn at Work grant and asked the BDC if anyone had any thoughts as to why it has been unsuccessful. Bridget explained that the biggest turnoff was the grant’s focus on just literacy. She informed the group that Mayor Lang allowed the WIB to send out a letter to companies using the city’s letterhead and his signature. Ed Dennehy asked about having companies as examples to promote the Learn at Work program and Bridget answered him by explaining that the WIB reached out to Bristol Community College, but received no interest.

6. Next BDC Meeting - 2/24/10, 8:30 AM

-Mike Shea offered to host this next meeting at the Greater New Bedford Regional Vocational Technical High School - 1121 Ashley Boulevard - New Bedford – MA. He announced that he will be offering tours after the meeting.

7. New Business & Announcements

-Ed Dennehy passed out a [Career Center Services Update](#) and requested this be included in the BDC agenda going forward. He talked about the WIB sponsoring a business luncheon with

48 ~~businesses~~ participants from the New Bedford Business Park. Chris O'Neil agreed to sponsor the event as long as the WIB will be involved with the luncheon. Ed agreed.

8. Adjourn - Chris O'Neil made motion to adjourn and Dennis Galvam seconded the motion. The Meeting adjourned at 9:35AM.

Respectfully submitted,

Sean McGauley
Communications Coordinator