

**Greater New Bedford Workforce Investment Board, Inc.**

**Business Development Committee Meeting Minutes**

**November 18, 2009**

**Tomlinson & O'Neil Insurance Agency, Inc**

**Meeting Minutes**

**Committee Members in Attendance:** Christopher J. O'Neil, Chair; Roy Nascimento, Dennis Galvam, Paul Correia

**Committee Members Absent:** James Butler, Charles N. Sisson, Lisa M. Lemieux, Derek Santos, Michelle Hantman, Andrew T. Guilbeault, Thomas Davis, Michael R. Shea, Jeffery Travers

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

**Meeting called to order 8:35 AM**

**1. Consent Agenda – October Meeting Minutes**

-Paul Correia motioned to approve the October Meeting Minutes, Dennis Galvam seconded, and it was approved unanimously.

**2. BDC's Scorecard – Updates & Edits**

[BDC Scorecard and Scorecard Update \(attached\)](#) were handed out.

**a. Marketing & Communications**

**1. WIB Rebranding & Website Project**

-Bridget went over the WIB Rebranding and Website Project. The WIB staff met with both Reynolds Dewalt and Medium Studio. Both companies gave great presentations, but Medium Studio was the chosen company. Both companies proposed to use Adobe Contribute as the website (content) management software, and the Reynolds Dewalt team gave members of the WIB staff a webinar on the software as a part of their presentation. Bridget noted that after the webinar, the WIB staff feels confident using the software. Medium Studio has begun working on the new logo designs and will provide 3 new logo options in 4-6 weeks.<sup>1</sup>

**2. November/December eNewsletter**

-The WIB staff is working on putting together its eNewsletter and Bridget informed the BDC that any relevant articles, announcements, events, etc. can be sent to WIB Communications Coordinator-Sean McGauley: [smcgauley@gnbwib.org](mailto:smcgauley@gnbwib.org)

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<sup>1</sup> After meeting Bridget received correspondence from Medium Studio and logos should be completed in two weeks (or first week of December)

## **b. Resource Development**

### **1. Handout/Tracking Format**

-The [Resource Update \(attached\)](#) was handed out. Bridget said that she was looking for feedback on the format, stating that changes can be made. The Resource Update will be used as a supporting document with the Score Card that will be sent to Executive Committee for review prior to their meeting.

-Leonard Coriaty noted that under the “Investing in Innovation (I3) Fund the matching point (last bullet) is a match of 20%.

### **i. Early Literacy Consortium – Barnes & Noble Bookfair**

-[Bookfair Flyer \(attached\)](#)

-The WIB's Barnes & Noble Bookfair fundraiser will take place Wednesday, December 16th, from 4:00-8:00pm at the North Dartmouth Barnes & Noble located at 392 State Road (Route 6), North Dartmouth, MA. The event will include a “Dress like your favorite story book character” costume contest, with prizes awarded every hour; and story time readings on the half hour.

-Bridget noted that the fundraiser does take place at approximately the same time on the same day as the WIB quarterly meeting but suggested that people can attend the fundraiser after the meeting.

-All BDC members are encouraged to forward flyer to all personal and professional networks as the fundraiser voucher can be presented at any Barnes & Noble across the country. Listen for us on WMVY, WBSM, and WERS radio stations.

-For more information about this event please contact Sean McGauley: [smcgauley@gnbwib.org](mailto:smcgauley@gnbwib.org) .

## **c. Work Based Learning**

-The WIB has teamed up with Bristol Community College, New Bedford Public Schools, and the Career Center; and plan on having a preliminary meeting early next week. The WIB has been working on placing an ad in the Standard Times newspaper and would like the ad to be more targeted towards the manufacturing industry.

-Chris O’Neil then asked Roy Nascimento if there was anyway to utilize the chamber’s list of companies in the manufacturing industry.

-Roy recommended adding information to the Chamber’s eNewsletter, which was scheduled to go out later that day (November 18<sup>th</sup>), Bridget said she would send Roy a blurb to include in the mailing.

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## **d. Economic Development**

### **1. Labor Needs Form – Update from Ed/Career Center**

-Ed Dennehy reported that the situation is exactly the same as it was a month ago. From the 25 that were working, only 8 are still working. The jobs are mostly construction related and are short term.

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<sup>2</sup> Article was sent please see attached [“Information for Chamber eNewsletter”](#)

**e. Partnerships**

-Bridget reported that partnerships in literacy are being reestablished and expanded. She added that these partnerships are coming along nicely.

**f. Board Membership**

-Chris O'Neil has a recommendation that he will forward to Bridget.  
-There were several discussions about reaching out to different industries including: retail, hotel, seafood, and others.

-Chris O'Neil thought it would be beneficial for an email to be sent out to the BDC members reminding them of the need for recommendations and a short list of criteria.

-Leonard Coriaty expressed the time urgency of these recommendations because the WIB will be reapplying for the High Performing Board Status and board composition will need to be in place for this; therefore, the Executive Committee will need the final list of recommendations by November 30<sup>th</sup>.

**3. LiteracyWorks Cabinet Meeting**

-After some discussion on a date for the meeting, the group decided the best thing would be a written update, sent out to engage the group and inform them of everything that has been happening. The update would get people ready for the meeting. Roy Nascimento then suggested that there be a joint meeting between the BDC and Literacy Works in March, and then continuing quarterly.

**4. Next BDC Meeting - 1/20/10, 8:30 AM**

-Bridget proposed to move this meeting up to ensure her attendance, as this meeting will most likely have a vote on logos. The people present were in agreement with this, and Bridget said she would send out some options for possible meeting dates.

**5. New Business & Announcements**

-Ed Dennehy passed out a [Summary of the Career Center Highlights](#). The handout shows the efforts being made by John Whalen to reach out to new businesses.

-Ed also discussed ways to engage business. He would like to work with the WIB to host "Business Luncheons" as a way to meet with Human Resource employees of area businesses targeted at specific sectors. Bridget suggested having companies that have worked with the WIB and Career Center previously as speakers at the luncheon to talk about what they have gained through partnering with the WIB and Career Center.

**6. Adjourned at: 9:33 AM**