

Business Development Committee  
February 10, 2009  
GNBWIB Conference Room

MEETING MINUTES

Meeting Called to Order 8:07 AM by Chair, Chris O'Neil

**Attendance:**

Ed Dennehy (Lead Operator),  
Lisa Lemieux,  
Michelle Hantman,  
Roy Nascimento,  
Charlie Sisson,  
Norm Audette (Guest)  
Chris O'Neil,  
Dennis Galvam,  
Jeff Travers,

Bridget Alexander

**Not in Attendance:**

Michael Shea (e-mailed),  
Derek Santos (e-mailed),  
Dave Cabral (e-mailed),  
Paul Correia (vacation),  
Jim Butler (no response),  
Tom Davis (no response),  
Andrew Guilbeault (no response)

**Consent Agenda**

Meeting Minutes from 1/14/09: Motion to approve by Charlie Sisson, Seconded by Jeff Travers, Approved unanimously

**Logo & Re-Branding Plans**

Chris O'Neil, Michelle Hantman and Bridget Alexander updated the Committee on their meetings with Ed Dennehy and New Directions Southcoast, Inc.'s marketing consultant regarding the logo and rebranding plans. The Committee has agreed there is a need to revamp the logo in a more community friendly way and the website should be more functional and draw in our target audiences (employers, job seekers and partners). The meetings with Ed Dennehy and New Directions' consultant addressed the alignment of the WIB's marketing and branding efforts with its Career Centers. There was consensus at this meeting that alignment is necessary and should be reflected within the logos and on the website. Additional meetings are anticipated between New Directions and the Marketing Working Group and the Working Group by itself to determine exactly how this will be done.

**Community Meeting**

This Committee has recommended the WIB hold a community meeting to engage the region it serves. The latest recommendation in this vein was to market the September quarterly meeting of the WIB to the citizens and businesses of the region and structure the meeting to include a forum/feedback component. Bridget Alexander submitted this recommendation at the last Executive Committee meeting and met with some hesitation from that committee. The basic question from the Executive Committee was "What do we want to accomplish from this?" Bridget Alexander shared that the goals were to educate and engage our region and get important feedback from them to better provide services to them and market the WIB, its programs and Career Centers.

A discussion ensued, with Charlie Sisson making the point that there is no time to waste and why not have the community forum in June. Others pointed out that this is the Annual WIB Meeting. Mr. Sisson felt that fact was not an issue. The group then questioned the value in marketing the meeting to the general citizenry when businesses and employers were the audience we really need to be focusing on. A general consensus was reached that a business focus for this type of event would probably bring more useful information to the table and potentially spur more involvement from the business community with the WIB.

Chris O'Neil mentioned the possibility of a community forum around the stimulus funds coming to the WIB in April which may take the place of a community forum for June.

### **Updates**

Bridget Alexander Reported the upcoming graduation of the Weatherization Technician Training Program participants to take place on February 13<sup>th</sup>. There will be seven graduates, two already have jobs lined up and two more should be employed very soon thereafter.

Bridget informed the group that she was still waiting to hear on the Green Jobs: Pathways Out of Poverty grant application in the amount of \$315k, which will provide funding to train 45 individuals in weatherization in New Bedford and Fall River.

She further reported the support of the grant application of UMass Dartmouth to the Department of Labor for approximately \$1 Million for the Older Workers Demonstration grant program.

Bridget also briefed the Committee on her meeting with the Mayor. Kalia Lydgate, of the Marion Institute, Jean Fox and Jason Wentworth also attended the meeting. Topics of discussion regarding this committee were involvement in a Weatherization Day and green jobs career pathways development.

### **Next Meeting**

The Committee decided to cancel the March meeting due to multiple scheduling conflicts, including Chris and Bridget. The next meeting will be April 14<sup>th</sup> at 8:00 AM.

Adjourned 8:50 AM