

Greater New Bedford Workforce Investment Board, Inc.

Business Development Committee Meeting Minutes

February 24th, 2010

Workforce Investment Board Conference Room 1

Meeting Minutes

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

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

Workforce Development System staff attending: Craig Baker, Sean McGauley, Ed Dennehy, John Whalen

WIB Board Members: Mary Harrington

Meeting called to order 8:35 AM

1. Verified quorum present
2. Introductions
3. Consent Agenda – January Meeting Minutes
 - Michael Shea motioned to approve the January Meeting Minutes, Dennis Galvam seconded, and it was approved unanimously.
4. New Logo – Feedback and Vote
 - Sean McGauley presented the BDC with the **ExCom logo feedback** and corresponding **numbered logo sheet** and asked the BDC to review the information and vote on a logo to bring to the next ExCom meeting on March 3rd. After some discussion, the BDC chose to take logo #3, updated with the darker colors from #4 and the WIB acronym incorporated, and have Medium Studio draw up a “style guide” with the logo concept arranged in different ways.
 - Chris O’Neil motioned to go forward with logo #3 with the changes stated above to present to ExCom on March 3rd, Roy Nascimento seconded, and it was unanimously approved.
5. Career Center Services Update
 - Ed Dennehy presented the **Career Center Services Update**. Ed explained that they have been trying to identify new businesses to work with the Career Center. Ed noted that Lafrance Hospitality will have about 25 positions at the Fairfield Inn in New Bedford. It is currently unknown how many jobs will be provided by Market Basket, and in the meantime the Career Center has been trying to provide construction jobs.
 - Ed talked about the plans being finalized for the business luncheon at Café’ Funchal, with anticipated forty eight attendees. Roy Nascimento mentioned that the tentative date for the luncheon, April 15th is the same day as a Chamber event and suggested a date change, this was well received by Ed.

6. Business Benefits Language for Marketing Materials

-The **Marketing Suggestions** were passed out and Ed Dennehy told the committee that stemming from a meeting with Mayor Lang, the Career Center is working on attracting more businesses to post job orders with the Career Center. One idea presented by Mayor Lang was to prepare a local cable access program that will focus on employer oriented services and assistance. He asked the committee to weigh in on the other types of marketing that would be attractive to businesses.

-The committee concluded that the best way to market to businesses is to focus on one service, marketing it like a bundled product, with the other many Career Center services offered in support, giving businesses the option of customizing. Furthermore the committee decided that the television show on cable access would not reach the appropriate business audience. Roy Nascimento offered the Career Center a spot on the New Bedford Area Chamber of Commerce's weekly radio program, and granted access to the Chamber list for a direct mailing campaign at no charge. The overall marketing should contain testimonials from business, as businesses will respond well when they see that another business was successful in using the Career Center's services.

-Craig Baker brought up the idea of creating a short video to market the ease of posting an online job order with the Career Center.

7. BDC's Scorecard – Updates & Edits

-Craig Baker presented the **BDC's Scorecard**. The addition of the marketing report is now in place as a supplement to the Scorecard. The Work Based Learning and Workforce Training Funds applications were submitted in November, funds were on hold, but some were released to do some work with New Bedford Tacitcal.

-There was no update on partnerships.

8. Marketing Report Update

-Sean McGauley passed out the **Marketing Reports for January and February**. He informed the BDC that the WIB has been working with the 5 grantees: Treatment Development Corporation, P.A.C.E. The Family Center, New Bedford Public Schools, Bristol Community College, and the Wareham Career Center to market their Literacy and Energy Efficiency programs.

-The February eNewsletter was scheduled to go out, and the WIB has incorporated a new video welcome segment.

-Chris O'Neil asked Sean McGauley to provide the BDC with the eNewsletter reports that are generated through Constant Contact at the next meeting.

-The BDC also requested that Sean McGauley develop a quarterly report that would project the WIB's anticipated marketing efforts.

9. ELC Update end of WIB's contract

-Sean McGauley reported to the group that he and Craig Baker had met with Craig Dutra from the Community Foundation of Southeastern Mass regarding the WIB's role as coordinator for the Early Literacy Consortium. Since the WIB's shift in priority populations, and the ELC's shift from family literacy to focusing on 0-3 literacy, the WIB has decided to step down as ELC Coordinator as of April 1st 2010 (end of the contract). The WIB has drafted a "Scope of Services" for the position and has offered to work with the new coordinator to help ease them into the position.

-The WIB's contract ends April 1st, and so far a replacement has not been announced.

10. No March meeting: Next BDC Meeting 4/21/10, 8:30 AM

11. New Business and Announcements

-Roy Nascimento announced the New Bedford Area Chamber of Commerce's event on April 15th.

12. **Adjourned at: 9:38 AM**