

RAMSEY COUNTY WORKFORCE INVESTMENT BOARD

COMMUNICATIONS/MARKETING COMMITTEE

April 23, 2001, 1:00 p.m.

Women Venture, 2324 University Ave, St. Paul

Members Present

Mary Brunkow
Jan Curtis
Marcia Fink
Shelly Franz
Sheldon Johnson
Lorrie Louder
Shelley Rose

Staff Present

Nancy Minion
Betsy Scheller

Guests

Jean Martens, St. Paul Chamber

Members Absent

Patricia Brady
Dianne Johnson
Kevin Locke
Melissa Osborne

Call to Order and Introductions

The meeting was called to order at 1:05 p.m. by Lorrie Louder, Chair. The Committee and guests introduced themselves. Marcia Fink brought Jean Martens from the St. Paul Area Chamber of Commerce.

Approval of Minutes

Motion

Motion was made by Shelley Rose and seconded by Mary Brunkow to approve the March 26, 2001 minutes.

Motion carried

WIB Web Site

Nancy Minion said that the Workforce Solutions web site is up and running and the link to the WIB is also out there, but there is a slight glitch with the minutes/agenda buttons, which is being worked on. The web site is www.co.ramsey.mn.us and then click on "Job Training."

St. Paul Chamber Web Site

Marcia Fink and Jean Martens presented the St. Paul Area Chamber of Commerce "Strategic Website Communications Plan." Jean reviewed the plan and recommended that the Committee follow a similar format in order to address objectives, goals, audience, message, principles, measurements and strategies. Discussion followed.

There was confusion noted regarding the Committee's role. Does the Committee work on communications/marketing for the WIB or for Workforce Solutions or for both? There was a suggestion that the Committee should wait until the large strategic plan is

complete and these questions will become clearer. Further discussion at the next meeting.

Shelley Rose suggested that the Committee look at a broader and more comprehensive plan and volunteered to prepare an outline for the Committee to review.

Strategic Planning Process

Lorrie Louder updated the Committee on the April 20 Executive Committee meeting. They interviewed/reviewed 4 consultants and selected Bob McPherson. Nancy Minion noted that the May 3 WIB meeting has been cancelled in order to allow more time in June for the strategic planning process.

Workforce Solutions' Logo

Michelle Osborne had volunteered at the last meeting to help find someone to design a logo for Workforce Solutions but was not able to find any assistance. Betsy Scheller contacted four schools to see if they would help design a logo. St. Paul Technical College is looking into finding someone. Shelley Rose contacted two people she has worked with but was not able to get assistance from them. There was further discussion on the logo.

"Do Drop In" Events

Betsy Scheller handed out an invitation for touring and training workshops. There was discussion regarding which workforce centers to include and how many workshops. Mary Brunkow and Betsy will add two additional workshops. This invitation will then be emailed to the entire WIB. The timeframe is to have this piece emailed by May 4.

Open House - Event

Betsy Scheller said they are waiting for more direction from the Committee. The Committee will wait for the strategic planning process to select how the event will be organized.

Workforce Solutions Marketing Materials

This item was tabled until the next meeting

Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m.

Next Meeting

Monday, May 21, at 1:00 p.m. (WomenVenture, 2324 University Ave).