

Marketing Committee Meeting

Monday, June 15, 2009

12:00 p.m.

El Centro One-Stop East

2695 S. 4th Street, El Centro, CA 92243



Jason Jackson

*Workforce Development Board
Chair*

Bill Gay

*Marketing Committee
Chair*

Sam Couchman

Director

Agenda

1. Welcome
2. Public Comments
3. Approval of Minutes (May 20, 2009)
4. Website Request for Qualifications Discussion
Guests: Susan Moler Imperial County, IT Manager & Staff
5. Other Business
6. Next Meeting - Monday July, 2009
7. Meeting Adjourned

El Centro One-Stop East
2695 S. 4th Street, El Centro, CA 92243
Tel # 760/337-5036
<http://www.imperialcounty.net/icwdb.org>

Marketing Meeting

Equal Opportunity Employer/Program. Auxiliary aid and services available upon request to individuals with disabilities.
To request a reasonable accommodation, please call 760-337-5000 at least 72 hours prior to event.

2695 South 4th Street Bldg # D
El Centro, CA 92243
Minutes of April 20, 2009

Members

Present

Chair, Bill Gay and Sherry Spencer, Camilo Garcia

Absent

Tim Kelley, Robert Herrera, Enrique Nunez.

Staff

Diahna Leon

Guest

Fernando Calderon, Welcome Back Center

Meeting called to order

By Chair, Bill Gay

Public Comments

Welcome Back Center requested a link in the WDB web site currently being developed. They help International Health Care Workers transition into California's Health System. A satellite office is located inside El Centro One Stop.

Web Site Discussion

A letter has been prepared and will be forward to IVC, requesting approval for IT staff to begin the development of the WDB web site.

The committee recommended WDB staff to implement the following immediately:

1. Adopt the current web page to serve as an interim site until WDB can get the redesign page up.
2. Remove the "Under Construction" sign through out the web site.
3. Post financial pages, two (2) and seven (7) of the Budget Report.
4. Relocate "Leadership Area" under "About Us"
5. Make "Leadership" into "Contracts Awarded"

The committee will proceed with a RFQ or the agreement with IVC for the WDB web site development.

There was discussion to include the WDB web site on non-profit web pages and create a PR plan. A recommendation was made to provide new release for Youth Activities. The Marketing Committee presented the goals to the board members and received suggestions.

Meeting Adjourned.