

## MARKETING & BUSINESS OUTREACH

February 15, 2018

### Members Present

Anthony Bellia, Co-Chair  
Alisha Thompson, DWD  
Eileen Gallo, WDB Staff  
Bridget DiGiambattista, WDB Staff

Carlos Pizarro, DWD  
Randi Woerner, Business  
Vonnie Jackson, WDB Staff

### Members Absent

Les Vail, Chair  
Dyanna Dessicino, GCIT  
John Mondelli, GCIT  
Andrea Stanton, RCGC  
JaNea Wilson, NJLWD

Tom Bianco, GC Economic Devel.  
Euletta Gordon, Business  
Michelle Shirey, WDB Director  
Mary Weidler, NJLWD

### Visitor

Madeline Bennett, Economic Development Intern

Anthony opened the meeting at 2:10 pm.

A motion to approve minutes from December 14, 2017 meeting was made by A. Thompson, seconded by C. Pizarro.

### Status

Newsletter – Eileen stated we should be able to utilize Constant Contact by March 1, 2018.

AJC Open House – scheduled for Feb. 21, 2018. Approximately 26 have registered to attend. Tom will ask about Dunkin Donuts about providing refreshments. J. Mondelli will tape the open house and Freeholder Simmons is interested in doing Facebook live from the open house.

Engage by Cell – To date (2/1-2/15) we have had 1,884 total views, some of the visited: 270 mega job fair visits, 76 requested information on AJC, 288 visited the AJC job list.

Marketing & Business Outreach Objectives – Eileen stated as part of the MOU, the WDB and its partners must develop and implement a strategic marketing plan to promote the AJC. Michelle recommended this committee develop specific marketing plan and present the marketing plan to our partners.

A motion for adjournment was made by R. Woerner, seconded by A. Thompson.

The next meeting will be April 12, 2018.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff