

## MARKETING & BUSINESS OUTREACH

June 14, 2018

### Members Present

Tom Bianco, GC Economic Development  
Jason Newman, NJLWD  
Michelle Shirey, WDB Director  
JaNea Wilson, NJLWD  
Eileen Gallo, WDB  
Bridget DiGiambattista, WDB

Michelle Mullen, DWD  
Carlos Pizarro, DWD  
Alisha Thompson, DWD  
John Furfari, WDB  
Ashley Rastelli, WDB

### Members Absent

Les Vail, Chair  
Dyanna Dessicino, GCIT  
John Mondelli, GCIT

Anthony Bellia, Co-Chair  
Euletta Gordon, Business  
Andrea Stanton, RCGC

Eileen opened the meeting at 2:00 pm.

A motion to approved April 12, 2018 minutes was made by A. Thompson, seconded by A. Rastelli.

### Newsletter

Eileen reported there was 1 correction needed for the newsletter, the change will be made and sent to Michelle and Tom, and then will be sent to D. Sellitto for final approval. Tom asked to add information on how Amazon reached out to DVRS central office to work with program called Fed Cap which is a supportive program where they partnered with Amazon. Michelle since the newsletter is so lengthy with information, we will send out half the newsletter in June and the other half in August.

### Youth Education & Career Center

The YECC provided draft of a new logo, our interns also created new logos. The logos were passed around for members to review. Maddie will work additional logo designs and Ashley will send out for design quotes. John will put into slides and email to the committee members.

As a marketing tool, we asked the YECC put together a timeline showing how long it would take to obtain their HSE, this has not been done to date.

### WFNJ

Michelle asked what marketing materials we need for workforce NJ clients. Carlos stated they need more opportunity guides. Alisha expressed concern with disconnect with Social Services clients and how they are referred to the AJC but do not make it to AJC. It was suggested mounting a screen/TV and running information loop of information in the lobby. Tom suggested a billboard in populated area. Alisha suggested paper table mats (like that in diners), Michelle suggested an ad in seat area of shopping carts. A post card was recommended and Alisha & Michelle M. will work up wording, once wording is complete Ashley will send out bid quote for design and services. She would like wording/key phrases for the postcard by 6/20/18. Michelle recommended having a presence during first week of the month to speak with the clients about services available at the AJC in the lobby area of Social Services. Michelle M. recommended speaking with the income maintenance group, this is the group that takes the client applications and transfer to work first workers. Carlos asked if they can get any bus passes maybe 5-10 a month, this will be taken out of existing transportation line item. They are asking for singles for zone 3 & 4. Eileen recommended buying a bus pass holder. Michelle said we can take from an existing NJTRANSIT contract. Tom stated he will speak with NJ Transit rep about the passes. Michelle stated maybe speaking with Cross County Connection to partner with them.

A motion for adjournment was made by M. Shirey, seconded by A. Rastelli.

The next meeting will be held August 9, 2018.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff