

## COMMUNICATION MARKETING

January 18, 2012

### **Members Present**

Kathy Farinaccio, Chair  
Richard Bellamente, Private  
Eileen Gallo, WIB Staff

Michael Girone, Co-Chair  
Joe Frattali, WIB Director  
Bridget DiGiambattista, WIB Staff

### **Members Absent**

Ed McCaffrey, GC IT  
Eileen Shute, GCIT

Michelle Shirey, GC Economic Devel.  
Mary Weidler, NJLWD

### **Visitor**

Debbie Sellitto

Kathy opened the meeting at 10:10 a.m.

Mike Girone made a motion to accept minutes of December 21, 2010 as read with a second from Kathy Farinaccio.

Kathy along with Mike explained to Deb Sellitto the reason behind her attending the meeting: Content of flash drive, distribution of flash-drives and process to inform D.S. of when WIB members attend functions. Mike explained the flash drive for use of WIB members to customize for each event. Rich explained that WIB needs the County's "seal of approval." It was explained that the reason for the committee ramping up its marketing efforts is because the WIB is faced with recruiting business members.

Deb Sellitto requested that the committee come up with a blurb in 2 or 3 sentences telling more about the WIB. She also requested concerning speaking engagements to inform Eileen and she will then contact Deb.

Deb Sellitto recommended shortening newsletter and including survey questions at the end of newsletter in order if what we are producing is an interest of the audience. Eileen mentioned that she will look into it. Deb also recommended that the articles be shorten as people do not want to go any further than two clicks.

Mike Girone asked Deb Sellitto about social media. Deb mentioned that there is a lot of work in maintaining social updates and the county needs to set up or write a policy concerning social media. She is hopeful that by the summer the county will have some sort of social media presence. Mike volunteered policy templates from his place of work.

### **Newsletter**

Kathy needs to interview Fred Keating. It was agreed that listing of phone numbers will be dropped to and using only one article. It was decided that newsletters will go out more frequently with short articles such as Jail work plus one paragraph along with youth /GED one paragraph.

Press release will be going out concerning workshops. Rich agreed to create the newsletter. New title for workshops was developed: "build your skills for new or better employment."

Internal newsletter will include youth and workshops...

Survey:

Develop survey targeting advanced manufacturing concerning "dirty jobs." Staff will use Hovers and other data bases to survey this group.

### **Annual Report**

The annual report has been changed to Program Report July 1, 2010 to June 30, 2011. Most of information has been supplied or created except for committee reports. There was a low response from executive committee and staff will develop accomplishments.

Mike recommended that for next program report that it should be read into the Executive Committee Minutes in June that "committee chairs should submit their committee's accomplishments by September."

Eileen will contact Mary Weidler concerning the Stats for the Workpays program.

Concerning the reprint of One-Stop and WIB Brochures; changing color of One-Stop Brochure along with other technical changes due to elections. The WIB brochure will get labels developed in order to demonstrate fiscal prudence.

A motion for adjournment was made.

The next meeting will be held February 15, 2012.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff