

COMMUNICATION MARKETING

April 18, 2012

Members Present

Kathy Farinaccio, Chair
Eileen Gallo, WIB Staff

Karen Dickel, WIB Staff
Bridget DiGiambattista, WIB Staff

Members Absent

Michael Girone, Co-Chair
Ed McCaffrey, GC IT
Eileen Shute, GCIT/SSSD

Richard Bellamente, Private
Michelle Shirey, GC Economic Dev.
Mary Weidler, NJLWD

Visitor

David Brice, GC IT

No quorum to approve March meeting minutes.

Status

WIB Newsletter – to be issued before end of May and include list upcoming events: May 2nd Full WIB Breakfast meeting and May 18th Veterans Job Fair on the Battleship NJ. Post article to include May 18th Veteran's Job Fair on the Battleship NJ. Eileen will send out announcement via Constant Contact regarding Dr. Ali Houshmand being guest speaker at upcoming Full WIB Breakfast on May 2nd.

Program Report - include story on Dr. Houshmand speaking at Full WIB Breakfast on May 2nd and Dress for Success Closet at Youth One Stop.

New Business

Web site design: set up to include a portal for community to find information on job training, business owners, job seekers, parents, counselors etc. We would like to have 'buttons' for these topics. David asked if we had viewed other websites to see if we liked any in particular, he will forward samples from the Civica website.

David reported there is a way to do newsletters within the program, no one to date is utilizing it. Eileen stated we currently use Constant Contact but will look into for when contract expires. Kathy stated we need to find out policy for putting content on other than what has been approved. David suggested we invite Emmitt Primas to a meeting once site is designed. David suggested we work up ideas for: content, branding (WIB logo), art work, calendar of events, gallery of photos, and banner-WIB.

A motion for adjournment was made.

The next meeting will be held on May 16, 2012.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff