

COMMUNICATION MARKETING

April 7, 2015

Members Present

Mark Wilgus, Chair

Randi Woerner, Woodbury Econ. Dev.

Michelle Giuliani-Shirey, WIB Director

Karen Dickel, WIB Staff

Les Vail, Business

Ricky O'Hara, NJLWD

Eileen Gallo, WIB Staff

Members Absent

Euletta Gordon, Business

Vito Palo, DVRS

Mark opened the meeting at 8:40 am.

A motion to approve minutes from March 3, 2015 meeting was made by L. Vail, seconded by R. O'Hara.

Newsletter

Eileen reported Winter newsletter was sent. Stories for next newsletter include: March 20-Job Fair; April 17-Workforce Summit; May 1-Veterans Job Fair. Randi recommended a success story from business that took advantage of using OJT program. Les recommended putting segments from the Workforce Summit on YouTube and Facebook. Les recommended Spotlight on WIB, focusing on how many are unemployed in Gloucester County, a client that has received services from the One Stop, business that has taken advantage of incentives, etc. Michelle will contact Bob DiLella about contacting John Mondelli to discuss taping a series. The WIB is working with the Borough of Paulsboro to inform residents about Port of Paulsboro jobs and One-Stop Services. A date and time for the event, which will be after regular working hours, has yet to be determined.

Les stated we should update our marketing plan. This will be agenda item for next meeting, meeting time to be extended.

New Business

Veterans Job Fair – scheduled for May 1, 2015 at RCGC.

Individuals with Disabilities Job Fair – will be held in September. We will discuss using the job fair event as a Resource Event or possibly holding a separate event.

A motion for adjournment was made.

The next meeting will be May 5, 2015.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff