

MARKETING & BUSINESS DEVELOPMENT
SEPTEMBER 21, 2015

Members Present

Anthony Bellia, Co-Chair
Vito Palo, DVRS
Les Vail, Business
Randi Woerner, Woodbury Econ. Devel.
Bridget DiGiambattista, WIB Staff

Michelle Shirey, WIB Director
Jeanne Page-Soncrant, NJLWD
Mary Weidler, NJLWD
Eileen Gallo, WIB Staff

Members Absent

Euletta Gordon, Business

Les opened the meeting at 2:10 pm.

A motion to accept August 4, 2015 meeting minutes was made by M. Shirey, seconded by R. Woerner.

Old Business

Bankers & Brokers – will be held September 25th at Adelpia Restaurant.

GC Job Fair – will be held October 16th at RCGC; workshops will be held 9/29, 9/30, & 10/6. Les asked if job seekers register to attend the job fair. Michelle said yes and this will be the first year we will encourage the job seeker to register. He suggested adding drop down boxes for job seekers to indicate the area of work they are seeking.

Tri-County Summit – will be held October 23rd at Collingswood Grand Ballroom.

New Business

Les reported Mark Wilgus has resigned as Chair of the Marketing & Business Development Committee. A motion to accept his resignation as Chair was made by R. Woerner, seconded by V. Palo. A motion by the Committee to accept Les Vail as Co-Chair through the end of the year was made by R. Woerner, seconded by M. Shirey.

Business Outreach

Les stated we will be starting an Awareness Campaign to inform residents & business community of the services available through the One Stop/American Job Center. Les stated social media will be key in getting information out, however, we need to have own identity on social media. Another idea would be submitting letters to the editor to local newspaper from members of the WIB Board.

Les recommended having standard feature in the quarterly editions' of The Voice magazine about the different services available to both businesses and community. Also, make sure various department reps attend the Chamber Business Card Exchange events.

Michelle stated a concern of the dwindling client flow at the One Stop; other One Stops have reported the same. The RO (re-employment orientation) is no longer mandated, which has decreased the number of clients going to the One Stop. Since unemployment moved out of the One Stop to Camden, clients are not aware of the services still available to them at the One Stop. Les stated we need to determine how to get them to the One Stop or how can we get this information to them. Rande suggested since a lot of training is being done through RCGC and businesses have hired employers from the training offered, we may want to look at sponsorship for TV advertising. Les suggested working with other local WIB's to combine money for advertising.

Michelle stated we have a few community outreach ideas, one with the County Library and through vendor contracts or under American Job Center where we can identify a person or entity that will be the community outreach person and make appointments to visit Churches groups, community groups, etc. to talk about the services to try to get people back to the One Stop.

Les recommended creating a placard simplifying information for both businesses & consumer with proper contact number. For easier viewing, it would show one side with business information and the other side with general public information.

Les recommended creating a commercial possibly including other counties to split cost.

Michelle stated we need to update our Marketing plan. Michelle asked Randi to get estimate of ad campaign.

Newsletter – Eileen will contact Zallies Shop Rite, Dunkin Donuts (Westville) for success story. Les recommended possible tagline – ‘Do You Know’.....These Services are Available To You As a Business Owner and provide quote from business. Michelle would like to talk about Library and include a success story. Also include facts & myths of DVRS programs.

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

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff