

MARKETING & BUSINESS OUTREACH
December 8, 2016

Members Present

Carleen DiPaola-Greco, NJLWD
Michelle Mullen, DWD
Alisha Thompson, DWD
Tom Bianco, GC Economic Development
Eileen Gallo, WDB Staff
Bridget DiGiambattista, WDB Staff

Ricky O'Hara, NJLWD
Vito Palo, DVRS
Randi Woerner, Woodbury Econ. Dev.
John Furfari, WDB Staff
Vonnie Jackson, WDB Staff

Members Absent

Les Vail, Chair
Dyanna Dessicino, GCIT
John Mondelli, GCIT
Andrea Stanton, RCGC

Anthony Bellia, Co-Chair
Euletta Gordon, Business
Michelle Shirey, WDB Director
Mark Wilgus, Business

Visitors

Quincy Lee, NJLWD
Cheryl Trawick, NJLWD

Robert DeMarco, NJLWD
Regina Pryor, NJLWD

Eileen opened the meeting at 2:00 pm.

A motion to approve minutes from June 8, July 14, & Oct. 13 was made by V. Palo, seconded by R. O'Hara.

WDB/AJC Services Brochure

The shared printing costs needs to be determined.

Newsletter

John stated he is gathering information. Eileen stated we want the newsletter to remain 1 page and mobile friendly. Vito provided a DVRS success story. Carleen reported DeMountable Concepts has utilized incentives and taking advantage of apprenticeship program by hiring welding students from GCIT. Cheryl reported she has a client participated in computer literacy program and obtained job with local Engineering firm that was impressed she learned her skills at AJC. Cheryl & Ricky will contact both employer and client for success story. John would like to get numbers from the State of businesses receiving the incentives as success stories and retention rate. Randi stated we need to make sure to tie in the fact the businesses have found quality employees. Carleen will forward to John new EPG (employer partnership grant) letter and a list of present incentives with brief descriptions. Randi stated she and Les spoke with Rhonda B. from SJ Times about putting section in paper on local employee success stories.

AJC Open House

We are tentatively looking at January 30th or 31st 2017. We will target customers and recommendation to hold something before and after lunch. Would like the customer opportunity to look in on orientations, and learning link, may hold session to provide information of the available services. John recommended we should have running loop on televisions in various County office buildings and county store advertising underemployed and unemployed.

Follow up with John Mondelli to schedule interview taping so 'commercial' loop will run on information TV at the AJC.

Business Outreach/Retention Team

Eileen stated will be reinstating the team to include WDB, Vets, BSR, DVRS, and would like to include an ES Interviewer. It was suggested new BSR to forward any follow up reports to Tom Bianco as the One Stop Operator and Michelle Shirey as Workforce Development Board Director.

A motion for adjournment was made.

Respectfully submitted,
Bridget A. DiGiambattista, WDB Staff