

MARKETING & BUSINESS OUTREACH
August 8, 2019

Members Present

Les Vail, Chair
John Furfari, DWD
Alisha Thompson, DWD
Ashley Rastelli, WDB Staff

Tom Bianco, GC Economic Development
Michelle Mullen, DWD
JaNea Wilson, NJLWD
Bridget DiGiambattista, WDB Staff

Members Absent

Anthony Bellia, Co-Chair
Laura LaPalomente, GCIT
Jason Newman, NJLWD
Andrea Stanton, RCSJ

Dyanna Dessicino, GCIT
John Mondelli, GCIT
Michelle Shirey, WDB Director
Jennifer Veneziani, DVRS

Les opened the meeting at 2:00 pm.

A motion to approve June 13, 2019 minutes was made by A. Rastelli, seconded by J. Wilson.

Status

Newsletter/Constant Contact – draft was presented. Les suggested to put story on Dr. King as lead story. The newsletter is expected to be posted by August 20, 2019.

Outreach

Mobile Job Center – John provided monthly statistics on mobile job center. Year to date the number of new subscribers is 234 for a YTD combined total of 3,388 users.

Follow up Services & Surveys – Tom reported they would like to add option in survey monkey to put questions at bottom of survey and fill out after clients participate in workshops at AJC. Michelle would like to track responses submitted so we can properly track data at end of year.

Business Retention – Tom provided draft of business retention flyer-Business Services. The committee suggested changing to a 'book' style; change the colors to keep in line with WDB branding such as the Opportunity Guide. Les recommended using transparent logos to eliminate white background around the logos.

A motion for adjournment was made by J. Wilson, seconded A. Rastelli.

Please note meeting change: The next meeting will be held on Thursday, October 3, 2019, 2:00 pm.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff