

COMMUNICATION MARKETING COMMITTEE

October 18, 2011

Members Present

Kathy Farinaccio, Chair
Joe Frattali, WIB Director
Bridget DiGiambattista, WIB Staff

Mary Weidler, NJLWD
Karen Dickel, WIB Staff

Members Absent

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

Rich Bellamente, Private
Michelle Shirey, GC Economic Development

Kathy opened the meeting at 8:45 a.m.

A motion to approve minutes from September 21, 2011 meeting was made.

Status

Newsletter—Eileen stated she is waiting for final approvals. Stories for next newsletter included Career Resource Event—Eileen; Star Award recipient from Gloucester County—Karen; include on sidebar Jobs4Jersey website; Save the Date for Quarterly Full WIB Breakfast in January 2012.

Internal Newsletter—story to be on Youth Council Committee—Karen.

Annual Report—Eileen sent out for quote, requesting quote by October 20th. Stories to include Work Pays Program (with a success story & our rate in the State)—Mary; Career Resource Event held in April-?. The stories are to be submitted to Eileen by November 1, 2011.

Old Business

WIB in a Flash—Content on the flash drive will need to be approved. A policy will need to be developed on who will be able to review flash drive contents, who will be presenting, what type of event, who the audience will be. We will need a list of prospective speakers. We will need to know 1 week in advance to obtain County approval. The WIB will monitor distribution of the flash drive.

A motion for adjournment was made.

The next meeting will be held November 16, 2011.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff