

COMMUNICATION MARKETING COMMITTEE
November 16, 2011

Members Present

Kathy Farinaccio, Chair
Eileen Gallo, WIB Staff

Michael Girone, Co-Chair
Bridget DiGiambattista, WIB Staff

Members Absent

Richard Bellamente, Private
Ed McCaffrey, GC IT
Eileen Shute, GCIT
Karen Dickel, WIB Staff

Joe Frattali, WIB Director
Michelle Shirey, GC Economic Dev.
Mary Weidler, NJLWD

Kathy opened the meeting at 10:00 a.m.

Status

Fall newsletter was distributed. Winter newsletter stories are being compiled. Stories for the newsletter include: One Stop & Library partnership-Eileen, Star Award Recipient-Karen, Fred Keating-Kathy.

Annual Report – stories include: Work Pays Program (to include success story & our rate in the State) – Mary; & Career Resource Event-Eileen. Messages-Rich will work on Freeholder Damming, Mike will work on Freeholder Simmons. Eileen will send email reminder to those writing stories asking to have them submitted by end of November. Eileen will provide performance report from the One Stop.

Old Business

WIB in a Flash-Mike reported the material has been put together, we need to develop a plan for distribution, tracking, etc. and will be sent for approvals.

A motion for adjournment was made.

The next meeting has been rescheduled and will be held on Wednesday, December 14, 2011.

Respectfully submitted,

Bridget A. DiGiambattista, WIB Staff