

**Business Liaison & Marketing Committee  
Meeting Minutes  
April 28, 2010**

The Business Liaison & Marketing Committee meeting was called to order at 4:34 p.m. by Chairperson Linda Burt.

**MEMBERS PRESENT:** Linda Burt, Sue Isermann, Becky Lambert, Lynn Wagner

**MEMBERS ABSENT:** Kris Boggs, Anthony Bollman, Mark Fitzgerald

**OTHERS PRESENT:** Jo Ann Johnson, Karen Keller

**Approval of Minutes**

Lynn Wagner motioned to approve the February 11, 2010 Business Liaison & Marketing Minutes as presented. Motion was seconded by Becky Lambert and carried.

**Planning of 2010 Employers Conference**

Jo Ann Johnson confirmed with committee members that Wednesday, August 11, 2010 is the date of the Annual Employers Conference. She said the event will be held at Illinois Valley Community College (IVCC) and that she has spoken to various speakers on presenting at the conference. Members suggested that a plenary session open the event followed by comment workshops, lunch and general closing session. Various topics were recommended.

Sue Isermann requested creating a spreadsheet from years 2007-2009 on topics, speakers and contact information as a means of comparison.

Jo Ann Johnson told members if there were any changes to the website to contact her.

**PY09/PY10 Annual Report Design and Printing Recommendation**

2009/2010 Annual Report and PY10 Newsletter Rating Sheets were disseminated to members. After review, committee members chose Tribune Printing to print the Newsletter. A motion was made by Sue Isermann to accept Tribune Printing bid to print the NCI Works Newsletter. Motion was seconded by Lynn Wagner and carried.

Committee members selected Apple Press to print the Annual Report. A motion was made by Lynn Wagner to accept Apple Press to print the Annual Report. Motion was seconded by Becky Lambert and carried.

**2010 Business Liaison & Marketing Calendar**

Karen Keller disseminated the revised 2010 Business Liaison & Marketing Calendar. She said the correction she made was re-naming the Summer/Fall Newsletter to Spring/Summer Newsletter. Committee members suggested including it in the materials for the next NCI Works Meeting.

**Spring/Summer Newsletter Articles**

Karen Keller informed members that requests have been sent out on articles to be written for the newsletter.

**Sue Isermann** agreed to write articles on the IVCC renovation in Oglesby and the opening of the Satellite campus in Ottawa. **Deb Clausen** agreed to write an article on the National Association of Workforce Boards (NAWB) she attended this March. **Jo Ann Johnson** mentioned contacting Dianna Schuler to see if she will write

an article targeting the Business Corner. **Pam Furlan** is to write an article on the Job Bills Update, but an update may not be available to her.

### **E-Newsletter Update**

Karen Keller informed members she had attended an E-newsletter webinar on how to convert a print newsletter into an e-newsletter. She said the webinar introduced ways to reduce company costs, promoting other programs. Karen said she has contacted all Local Area Chamber of Commerce in regards to sending their members our NCI Works Newsletter when completed. All Chamber of Commerce were in agreement to send our newsletter via pdf form. Karen noted that there will be a fee for the Ottawa Area Chamber of Commerce to send it out. Staff was asked to find out what that cost would be.

### **Website Report**

Website Report was provided as information.

### **Schedule Next Meeting**

The next Business Liaison & Marketing Committee meeting will be Wednesday, June 2, 2010, 4:30 p.m. at the Business Employment Skills Team, Inc. Office in Peru.

### **Other Business**

Jo Ann Johnson informed committee members that she received a request to sponsor a Business After Hours event. Committee members stated that due to lack of funds, they are not recommending to have a Business After Hours event. She added that the News Tribune newspaper is publishing a Commemorative Edition and asked if members were interested in placing an advertisement. Lynn Wagner suggested it would be a good idea to place an advertisement and said the Employers Conference could be spotlighted as our upcoming event. Jo Ann told members she would get them cost information and present this at a later date.

### **Public Comments**

None

### **Adjournment**

With there being no further business, Sue Isermann motioned to adjourn. Motion was seconded by Becky Lambert and carried. Meeting adjourned at 5:45 p.m.

Karen Keller