

**Business Liaison & Marketing Committee  
Meeting Minutes  
November 1, 2011**

The Business Liaison & Marketing Committee meeting was called to order at 4:00 p.m. by Chairperson Linda Burt.

**MEMBERS PRESENT:** Linda Burt, Dianna Schuler, Amy Strawn, Kris Boggs (by phone)

**OTHERS PRESENT:** Mary Wieczorek

**Approval of Minutes**

Linda Burt motioned to approve the May 5, 2011 Business Liaison & Marketing Minutes as presented. Motion was seconded by Dianna Schuler and carried.

**Employer's Conference Report**

After reviewing the Employer's Conference Evaluations, Linda Burt said that the conference went well. She said that the participants seemed very satisfied and that this was an excellent accomplishment considering that the event was carried-out on a modest budget and in a one half day session.

Linda stated that a monetary breakdown of the Employer's Conference will be shared with Board as well as the BLM Committee. The breakdown indicates the cost of the Conference and shows a balance of \$1,822.26 which can be used toward the 2012 Employer's Conference.

**PY10 Annual Report**

Linda asked the status of printing the Annual Reort. Follow up will be conducted.

**Fall/Winter Newsletter Articles**

Linda tabled the discussion of the news letter for the immediate time. She said that if the newsletter out in February, that was still in time to meet the Fall/Winter edition.

A general discussion proposed some of the topics which might be included in the newsletter. Linda suggested a new Board member spotlight. Other subjects included local unemployment rates, Logistic Council updates, and information sharing from Pam Furlan on conferences and meetings she has had and any effects that might be forthcoming for our region. The I-39 Initiative, the local Award Banquet, a synopsis of the Employer's Conference and Work In The Real World were also mentioned as news worthy articles.

**Awards Banquet Report**

Linda said that she would share breakdown information on the September 27, 2011 Awards Banquet with committee members and Board members at an upcoming meeting. Sixty people attended the Banquet and the total cost was \$2,079.40.

**Nominatiog Committee**

Linda stated that proposed nominee for Board chairperson, vice-chairperson and secretary will be initiated in the next few days. Linda will contact prospects to attempt to fill these positions.

**Other Business**

**Website Report**

The Website Report was provided as information.

**Schedule Next Meeting**

Linda said that the next Business Liaison & Marketing Committee meeting will be scheduled after the November 15, 2011 NCIWorks Board meeting and will occur after the first of the year.

**Public Comments**

None

**Adjournment**

With there being no further business, Dianna Schuler motioned to adjourn. Motion was seconded by Amy Strawn and carried. Meeting adjourned at 4:30 p.m.

Mary Wieczorek