

Marketing & Economic Development Committee
Meeting Minutes
(Zoom)
01/30/2023

Attendees:

Paul Ellis
Eric Schauster
Doug Stewart

Staff:

Lee Reese
Cindy Layman

Paul Ellis called the meeting to order at 1:33 PM. With no public comment, Paul called everyone's attention to the July 13, 2022, meeting minutes for review. Eric Schauster made a motion to approve, it was seconded by Cindy Layman and the minutes were unanimously approved. Paul mentioned that there had been efforts to add members to the committee and, as a result, Doug Stewart was joining us. Introductions were made and then discussion turned to the marketing plan. Paul had emailed to committee members. This should guide the committee's efforts.

Paul shared that former marketing intern, Jacob Wolfe will be graduating from SIUE soon with a Business degree and minor in Marketing. Jacob will then be entering Graduate School for a Marketing Research degree. Paul, Lee, and Cindy had been contacted to provide a letter of recommendation.

Paul inquired as to what assistance is needed from the Marketing Committee. It was requested that members tell those they know about Paid Work Experience (PWE) program.

Lee shared that the Youth program is gaining traction and that the Workforce Development Group has overproduced on the apprenticeship grant. He also shared that the group has been working with Gateway Grizzlies, TransfrVR for oculus devices for area schools, and has a meeting with the Trade unions next week. A request was made to also promote the Incumbent Worker Training (IWT) program to businesses.

Lee reminded the group that the next Marketing Committee meeting will be March 22, 2023 and the MAWIB meeting will be held on February 9th @ 8:30 AM via Zoom. With no further discussion, the meeting was adjourned by Paul at 2:02 PM.