

Marketing & Economic Development Committee
Meeting Minutes
(Zoom)
03/22/2023

Attendees:

Paul Ellis
Vickie Niederhofer
Kari Speir
Donna Richter

Staff:

Lee Reese
Cindy Layman

Paul Ellis called the meeting to order at 1:32 PM. Kari Speir, of the City of Mascoutah, is a new member of the committee and introductions were made. There was no public comment. Paul requested approval of the January 30, 2023, meeting minutes. Vickie Niederhofer made a motion to approve, it was seconded by Lee Reese and the minutes were unanimously approved.

Paul shared that former Marketing Intern, Jacob Wolfe, will be entering Graduate School for a Marketing Research degree. Paul received a thank you for providing a letter of recommendation.

Paul shared that he was named Economic Developer of the Month and inquired about Marketing activities. It was stated that an effective way to share accomplishments is through story telling. Staff shared that success stories are shared with the Board, on Illinois workNet, social media, and MAWIB website.

All were encouraged to look over the Marketing plan if they hadn't already and look for opportunities to promote the services and resources available. It was asked, if it wasn't already happening, how can we connect with your business? How can we connect with your industry? How can we connect with your community?

Lee shared what the Paid Work Experience (PWE) program is and that the word is spreading that this is available. A request was made to also promote the Incumbent Worker Training (IWT) program to businesses. Staff are working on contacting food pantries to have flyers, etc. placed in bags and boxes. A Food Truck Academy is in the works in Collinsville. Paul mentioned that he had sent articles to all regarding Soulcial Kitchen and their partnership with Leadership Council and the daycare worker shortage and its effects on the workforce.

Cindy reminded the group that the next MAWIB meeting will be held on April 13th @ 8:30 AM via Zoom. With no further discussion, the meeting was adjourned by Paul at 2:00 PM.