

Marketing & Economic Development Committee
Meeting Minutes
Zoom
01/29/2025

Attendees:

Cliff Cross
Lori Costello
Eric Schauster

Staff:

Cindy Layman
Lee Reese

Lee called the meeting to order at 1:30 PM. There was no public comment.

Lee requested approval of the 09/18/24, meeting minutes. Cliff made a motion to approve, it was seconded by Lori, and the minutes were unanimously approved.

Lee discussed the purpose of marketing and that most marketing for MAWIB services comes from word of mouth.

Lee shared that the IGD Youth Program was active and marketing on Facebook. WIOA orientations are currently held bi-weekly at the America's Job Center in Belleville.

Lee shared information on an Apprenticeship Roundtable event held during Apprenticeship Week in November 2024. There was a discussion on job fairs and outreach events. Incumbent Worker Projects were discussed. Lee shared that the yearly MOU and One-Stop Budget negotiations are underway.

Lee reminded the group that the next MAWIB Marketing & Economic Development Committee meeting will be held on March 26th at 1:30 PM by Zoom. With no further discussion, a motion to adjourn by Eric and seconded of Lori, the meeting was adjourned by Lee at 1:46 PM.