

Marketing & Economic Development Committee
Meeting Minutes
Zoom
09/18/2024

Attendees:

Cliff Cross
Lori Costello
Mereadith Shivers

Staff:

Cindy Layman
Lee Reese

Lee called the meeting to order at 1:32 PM. There was no public comment. Lee welcomed the new committee members, Lori Costello and Cliff Cross and introduced the other meeting participants. Lee requested approval of the January 24, 2024, meeting minutes. Lori made a motion to approve, it was seconded by Mereadith, 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 provided an update on the Veterans' Job Fair Event. It will be November 19th at the SWIC Belleville campus. Lee mentioned SWIC Manufacturing Day is October 4th from 9:00 am to 2:00 pm at the Granite City SWIC campus. Lee mentioned the Economic Development Region 9 (EDR9) Apprenticeship Roundtable is being held at Gateway Convention Center in Collinsville on November 20th from 9:00 am to 11:00 am. Cindy mentioned the SWIC Employer Apprenticeship Roundtable being held at the SWIC Belleville campus October 1st.

Lee reminded the group that the next MAWIB Board meeting will be held on October 3rd at 8:30 AM at America's Job Center 7650 Magna Drive Belleville 62223. With no further discussion, the meeting was adjourned by Lee at 1:40 PM.