

Marketing & Economic Development Committee
Meeting Minutes
Zoom
09/17/2025

Attendees:

Mereadith Shivers
Lori Costello
Doug Stewart

Staff:

Cindy Layman
Lee Reese

Lee called the meeting to order at 1:39 PM. There was no public comment.

Lee requested approval of the 01/29/25, meeting minutes. Lori made a motion to approve, it was seconded by Mereadith, and the minutes were unanimously approved.

Lee reported that their program has been successful through word-of-mouth marketing, but they are slowing down new participant intake to extend the availability of funds even though it was increased to \$750,000. For the next fiscal year, there are concerns about what the funding will look like. They decided not to pursue apprenticeship grants anymore as the state is shifting to a business services team approach, opting instead to use formula funding for registered apprenticeships. Lee also discussed an upcoming career expo at Belleville Township District 201 on November 18th from 4 to 6:30 PM, which is expected to attract around 3,000 people, featuring interactive activities and equipment displays. Meredith mentioned that Manufacturing Day will be held at the Granite City Campus on October 3rd.

Doug shared updates on various workforce development initiatives that are the result of his connection with the Make-A-Wish home raffle organized by the Home Builders Association. He will have an opportunity to refer businesses to WIOA and connect WIOA to upcoming job training programs.

Lee provided an overview of the workforce office locations and staffing, noting apprehension about hiring due to funding uncertainty.

Cindy shared details about a recent hospitality event at SWIC, which focused on customer service training and integrating Pro Starts curriculum into education programs offered by the National Restaurant Association. The committee also reviewed the Accommodation for Success event, which aimed to connect employers with individuals with disabilities, resulting in on-spot interviews and follow-up opportunities.

Lee reminded the group that the next MAWIB Marketing & Economic Development Committee meeting will be held on January 28th 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.