

Marketing/Public Outreach Committee
August 4, 2005
3:30 – 5:00 pm
Capitola Career Center
2045 40th Avenue
Capitola, CA 95010

MEMBERS:

Howard Sherer, Chair
Hutton Sherer Marketing
Linda Kennedy, Vice-Chair
West Marine, Inc.
Paul Arsenaull, Business Representative
Sheet Metal Workers Local Union, #104
Alla Ayyad, Director
Center for Employment Training
Kathy Bisbee, Marketing Director
Cruzio, The Internet Store
Donna Blitzer, Director, Govt. & Community Relations
UC Santa Cruz
Dene Bustichi, President
Bustichi Construction
Tony Campos, Supervisor
SC County Board of Supervisors
Greg Carter, Executive Director
Santa Cruz Chamber of Commerce
Cecil Cirillo, Executive Director
City of Santa Cruz Redevelopment Agency
John T. Collins II, Senior Vice President
Goodwill Industries
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Janeen Dittick, Manager
Employment Development Department
Jo Anne Dlott, VP, Human Resources
Santa Cruz Seaside Company
Russ Elliot, Human Resources Manager
O'Neill, Inc.
Cecilia Espinola, Director
Santa Cruz County Human Resources Agency
Bob Harper, Director
Watsonville/Aptos Adult School.
Janet M. Heien, Human Resources Manager
Discal Strawberry Associates, Inc.
Rich Hill, City Manager,
City of Capitola
Christine Johnson-Lyons, Executive Director
Community Action Board
Marvin Labrie, Executive Director
Physicians Medical Group of Santa Cruz, Inc.
Susan LaForge, Senior Project Director
The National Council on the Aging
Julie Lambert, Controller
S. Martinelli and Company
Bonnie Morr, Chair
United Transportation Union, Local 23
Al Nocella, VP Human Resources
Sutter Santa Cruz
Karen O'Brien, Human Resources Director
Surf Control, Inc.
Carlos Palacios, City Manager
City of Watsonville
Rock Plotenhauer, Dean of Instruction
Cabrillo College
Tonee' Picard, VP, Business Development
Thuridion Software Engineering
Emily Reilly, Owner
Emily's Bakery
Ron Slack, Publisher
Good Times
Deborah Sweeney, Rehabilitation Supervisor
Department of Rehabilitation
Alice S. Tainack, Assistant Superintendent
SC County Office of Education
Lou Tuosto, Owner
Tuosto Insurance and Financial
William E. Wagy, Equipment Manager
Granite Construction Company

DIRECTOR:

Kathy Zwart
WIB Director

3:30 – 3:40 Call to Order and Public Comment

Procedure: The public is welcome to comment. All comments related to Items on the Agenda may only be made at the beginning of the meeting.

3:40 – 3:45 Approval of May 12, 2005 Meeting Minutes

3:45 – 3:50 Chair's Report

3:50 - 3:55 Information Items

I.1 Summer 2005 Newsletter

3:55 – 5:00 Discussion and Action Items:

- D.1 Accept and File Awards Event Status Report
- D.2 Develop Recommendations for Acknowledgement Of Outgoing Workforce Investment Board Members at Awards Event
- D.3 Form Ad Hoc Awards Selection Committee to Review Nominations for Workforce Investment Board Awards
- D.4 Develop Recommendations for Workforce Investment Board Sponsorship of EDD Job Fair
- D.5 Develop and Approve Next Steps for Marketing Plan for Labor Market Survey
- D.6 Develop and Approve Plan to Recruit New Members for the Marketing Committee
- D.7 Accept and File Revised Meeting Schedule

Next Meeting: November 3, 2005

3:30 – 5:00 pm
Capitola Career Center
2045 40th Avenue
Capitola, CA 95010

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please contact Lisa Quail at (831) 454-4873 (TDD Number 454-2123) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.