**Business Development Meeting**

November 3, 2023

**Attendance:** Fran Kuhn, Jim Drew, Max Slusher, (Chair), Carol Braff, Erik Ditizio, Paul McClellan, Michael Chait, Sherwood Taylor, Samuel Wear, Jean McAllister

**Absent:** Joe Calio, Neal Bellinger, Romeo Ruddick, Steven Stokes, Jon Schleifer

The meeting opened with Mr. Slusher calling the role and requesting a motion for the minutes from June, the meeting in August was canceled per the Chair. Motioned by M. Chait seconded by P. McClellan. Motion passes.

The marketing discussion began with Mr. Kuhn sharing the limits of what the ACWDB can do. Stating for years we have understood that we cannot use the funding source for advertising, however, with the advent of TEGL 3-23 the guidance for funding marketing and outreach is clearly stated. Mr. Kuhn discussed determining the budget for advertising, due to having no limit or language in the TEGL. Mr. Chait recommended that we go out for an RFP for an advertising and marketing consultant, with a three-year contract. Two year with a one-year renewable. He continued stating we need a list of programming, and we may only choose one out of two or three of the programs initially out of the box. The selection should be made by greatest engagement. Mr. Chait continued by pointing out that it is important to know what your need is. This is the first time the ACDB is attempting to complete an RFP for advertising.

Mr. Taylor commented on the importance of three things advertising, re-branding and specified services. The ACWDB needs to change the clip art on the Board’s letter head. Then we have to advertise the specific services and the results (success stories).

Mr. Kuhn will speak with his colleagues from Middlesex County to see what they are doing. Mr. Chait confirmed that the NJ Department of Labor Office of Workforce Development has a social media account, and a Facebook page with 34,000 followers.

Mr. Kuhn stated we will provide an inventory of the resources we have and prepare a report to the committee. Mr. Chait will provide sample RFP’s and a marketing vendor list for consideration. Mr. Chait will also lead the committee and keep everyone focused on the internal accomplishments.

Mr. Slusher offered the use of ACEA grant personnel to prepare the proposal without charge. A sub-committee will be formed and should include Mr. Chait, Ditizio, A. Beatty, more names will be considered.

The Chair recommended that we use marketing companies in the area as the priority. He stated consider the experience of ACEA and spending $10,000 per month with no results. Overall, consider the audience. Mr. Kuhn will compile the research and set up a sub-committee at the next meeting. Jim Drew questioned looking into the County’s marketing out-reach with the Chief of Staff.

Mr. Kuhn proceeded to provide update on 35 employers, 13 OJT contracts, 3 registered apprenticeship, 16 TANF summer youth employment interns with 49 employers. The wage reimbursement update has been increased from $6,000 to $10,000 contracts.

***New Businesses Services***: The new brochure has been completed. Mr. Chait requested 100 copies.

***GSETA:*** Conference Update we will be working on a listening sessions in future. Question by Rick Maher: what keeps a business owner up at night? Mr. Taylor’s update on the conference included Fran Kuhn receipt of the Harry L. Wheeler award. He included information on the matrix software and discussed the LILA grant. It was confirmed that next year conference will be held at Hard Rock Casino next year.

***Achor Institution*** : Chait provided the update that included information on diversity and inclusion. He mentioned the takeaway was how we speak and, how words can affect other people in other ways.

The Chair would like a monthly report on outreach activities in the community. The Chair wants to integrate the resources through the first year.

Mr. Kuhn would like to see board and committee members be ambassadors of the WDB. Mr. Chait recommended the WDB use a Q R code. Ditizio announced we are working on a Q R code and the electronic business card. We can place the business registration information on the Q R code.

The Chair reported the unemployment numbers and employment number are muted and the stock market has been doing well this week, the student loan deferment has begun, but auto loan delinquencies have increased. We should be sensitive to the needs of this community. Mr. Kuhn commented on the housing issues. Mr. Chait will introduce his connection with Monarch Housing to the committee.

The Chair requested a motion to adjourn the meeting, Motion by: A. Beatty second J. Drew.

Next meeting December 8th

Submitted by

Sherrise A. Moten Contract Administrator/ Board Liaison