

Business Development Committee  
October 10, 2018 8 a.m.  
1213 Purchase Street, New Bedford, MA Second Floor Conference Room

**MINUTES**

Attendance: A. Johnston, R. Kidder, A. Wainer Absent: J. Daniels, J. Fernandes  
Staff: K. Holloway Cripps, J. Oliveira (8:30)

Call to Order

R. Kidder called the meeting to order at 8:09 a.m.

Announcements

A. Johnston announced the Off Shore Wind Symposium will be held on 10/30 at the Whaling Museum and followed by the Economic Development council annual meeting. On 10/17 MassInc. Will hold its Gateway City Awards.

R. Kidder announced the ChowderFest was a success with over 3,000 attendees. A regional workforce competitiveness half-day summit is in the planning stages for December.

Consent Agenda

R. Kidder asked for a motion to approve minutes of July 18, 2018. A. Johnston made the motion, A. Wainer seconded. No discussion. All approved, no nays nor abstentions.

Branding Update

K. Holloway Cripps shared that the workforce board qualified for \$18,000 in Incentive Funding due to meeting the milestones of the branding initiative. R. Kidder shared he thought the brand launch went well. Discussion on radio contracts, R. Kidder suggested adding WJFD, K. Holloway Cripps will follow up with them. A. Johnston made a motion to vote to appropriate the funds in the manner described and proposed for radio, print, and materials. A. Wainer seconded. No further discussion. All approved, no nays nor abstentions.

Other Business

K. Holloway Cripps announced the receipt of the cybersecurity grant and suggested that Stephanie Helms, the new MassCyberCenter director be invited to the regional competitiveness summit.

R. Kidder asked the committee about meeting at AHEAD at lunchtime. All agreed, K. Holloway Cripps will coordinate with Anne.

K. Holloway Cripps shared the marketing collateral for MassHire including pens, business cards, rack cards, and brochures.

J. Oliveira shared an update on the Mass Workforce Board lobby group hiring a new executive director and said the strategic local plan is due in January and he will reach out to different board directors for input.

R. Kidder shared he spoke at the Workforce Training Fund meeting and it went well.  
No further business.

## Adjourn

A. Johnston made a motion to adjourn at 8:44 a.m. A. Wainer seconded. All in favor, no nays nor abstentions.



G R E A T E R N E W B E D F O R D  
W O R K F O R C E I N V E S T M E N T B O A R D , I N C .

*Charting the Course for Workforce Development*