



Business Development Committee
July 18, 2018 8 a.m.
1213 Purchase Street, New Bedford, MA Second Floor Conference Room

MINUTES

In attendance: R. Kidder, J. Fernandes (8:10 a.m.), A. Wainer, J. Daniels, A. Johnston, K. Holloway Cripps (staff), Dr. Ramos (staff) Absent: A. Broholm

Call to Order

R. Kidder called the meeting to order with quorum at 8:07 a.m.

Welcome new committee directors

R. Kidder welcomed two new committee members, J. Daniels and A. Wainer to the BDC.

Announcements

R. Kidder asked J. Daniels to share a brief updated on the transition. J. Daniels shared the WorkPlace has settled in and are looking forward to the new brand launch in August.

R. Kidder noted the board and BDC is looking forward to partnering with the career center on outreach into the business community and across the region.

A. Johnston shared that New Bedford is completing their arts and culture plan and that the Folk Festival had great attendance.

R. Kidder shared the annual Chamber golf tourney will be held at LeBaron hills and is honoring former workforce chair, Tony Sapienza and that he is meeting with the new Bristol County Chamber CEO to discuss a regional competitiveness forum.

Consent Agenda

R. Kidder asked for a motion to Approve minutes of June 7, 2018. J. Fernandes made the motion to approve. J. Daniels seconded. No discussion. All in favor. No abstentions nor nays.

Branding

R. Kidder asked K. Holloway Cripps for an update on the branding. K. Holloway Cripps said the August launch is planned for August 29 at 10 a.m. at the Career Center. There will be weekly planning calls with the workforce board, career center, and the state to plan for the launch. The launch will mostly likely include the secretary of labor, Acosta, and all dignitaries from the region will be invited.

K. Holloway Cripps asked the committee to view the Implementation Plan in the packet. A discussion on social media ensued. J. Fernandes asked what the purpose was for the board. A.

Wainer said consideration of the demographics should be considered when choosing. R. Kidder stated the Chamber was successful using Facebook after a plan in place and to share events. K. Holloway Cripps shared that there was a capacity issue and while Twitter was used frequently in the past year with success, Facebook was not. R. Kidder stated the website should be business friendly as it is now and include dashboards. J. Fernandes stated a calendar with listings of trainings should be present. K. Holloway Cripps shared the new site will have that feature. After discussion the staff will utilize the website and twitter as a media strategy and the committee will continue to monitor and evaluate. Brief discussion on branding and implementation.

FY19 Priorities and Activities

K. Holloway Cripps shared the priorities and activities for the year would be the branding launch. J. Fernandes stated for the launch there should be packets for businesses, etc. J. Daniels agreed and will work with K. Holloway Cripps. K. Holloway Cripps stated the BDC activities will continue to support the strategic plan of supporting current industries and new ones. R. Kidder asked about any wind support. Brief discussion on priorities and activities.

Other Business

D. Ramos stated the staff was working on a Workforce Training Fund program information session and would like to collaborate with the Chamber, BCC and that Commonwealth Corporation would be present as well. A. Wainer shared her business had successfully utilized the WTFP with a \$200,000 grant from Commonwealth Corporation recently. D. Ramos shared the event is expected to be in early fall. R. Kidder stated the Chamber would discuss cobranding and they had a consortium grant for business recently, too. Brief discussion on WTFP.

Adjourn

R. Kidder asked for a motion to adjourn. J. Fernandes made the motion, J. Daniels seconded. All in favor. The meeting adjourned at 8:53 a.m.