



Business Development Committee

Thursday, June 7, 2018 8 a.m.

1213 Purchase Street, New Bedford, MA Second Floor Conference Room

MINUTES

In attendance: R. Kidder, H. DaSilva Hughes, J. Fernandes, K. Holloway Cripps

Absent: A. Broholm, A. Johnston, B. Francis

Call to Order

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

Announcements

None.

Consent Agenda

R. Kidder asked for a motion to approve minutes of April 5, 2018. J. Fernandes made the motion. H. DaSilva Hughes seconded. All in favor, no abstentions nor nays.

Branding Update and August Launch

K. Holloway Cripps shared a branding status overview and noted the workforce area would be one of two statewide launch sites on August 29, 2018.

FY19 Meeting Schedule

Discussed meeting schedule for FY19 committee recommending July, October, January, April, and June as needed. All agreed. K. Holloway Cripps to coordinate dates with R. Kidder.

Other Business

K. Holloway Cripps shared ongoing projects and success with the committee related to business development including the LAUNCH partnership with BCC and Old Colony, a new Marine Technology program under development with the Marine Trade Association and GNB Voc Tech, an arts collaboration with the Groundwork! coworking space, and status of Connecting Activities. The committee also briefly discussed next steps on wind. K. Holloway Cripps also shared the budget allocations were not as low as expected and the FY19 budget should be close to level funded when adding in additional grant funding.

Adjourn

The committee adjourned at 8:45 a.m.



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Members present included Chair, Rick Kidder; Anne Broholm; Helena Hughes; and Angela Johnston. Jim Oliveira was the staff support for the meeting.

Meeting convened at 8:10 a.m. with quorum.

Consent agenda was first order of business. Committee reviewed minutes of 3 previous meetings due to absence of a quorum in March. All were approved unanimously without objection as presented.

Main item of business was the Branding Implementation Timeline and budget. Jim explained key benchmarks and was queried on following points:

- Signage: How will that be coordinated in view of fact there may be a change in venue of the Career Center? Are there provisions for temporary signage? Jim explained there are specific guidelines that the state recently provided to the WB and its Brand Ambassador. He will share Branding instructions for greater understanding of those guidelines by the committee.
- Statewide Launch: Anne inquired whether we would be the statewide launch site as discussed in previous meetings. Jim stated not sure at this time as there may be other plans for an alternative location. Anne noted she would communicate again with Cheryl Scott and point out the time and effort by Jim who represented the WBs statewide in this initiative should merit the brand roll out to start in New Bedford. Rick noted he may have an opportunity to also speak with Secretary Acosta at next month's Women's forum.
- The committee's attention was turned to the budget where Jim pointed out some contracted savings on website that Kaisa can build and bill back to DCS (this essentially amounts to extra admin funding). Rick made some comments he can provide technical assistance since the Chamber recently revamped their site. The remainder of budget met with the committee's approval. Jim inquired of Anne the expense associated with producing a run of 100 MassHire polo shirts. She indicated probably about \$10-\$12 per with possibility of a discount.

The remainder of the meeting focused briefly on Strategic Planning progress. Jim noted minimal board participation at this time. The Committee asked to send out the survey again prior to the board meeting. Jim noted he and Rick will be attending a Health Care Forum event on April 9th at Bridgewater State University that should help us inform those industry sector needs in our plan. Jim also related contact with New Bedford Fishing Heritage Center who requested a letter of support for a grant intended to assess the maritime industry future employment needs. He noted that he and the Center's Director will be meeting soon to discuss a collaborative effort that will also inform our Strategic planning needs.

The meeting concluded and adjourned at 8:57 a.m.