



Phoenix Business and Workforce Development Board  
Communication & Outreach Committee Meeting  
April 22, 2021  
9:00 am-10:30 am Mountain Standard Time

**CALL IN: 1-415-655-0001 | Access Code: 133 570 7219#**

**MEETING LINK:**

**<https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=mdc60fa5e291614f561b1592fa6b86f25>**

PASSWORD: 8RaVRwive94

**1: Call to Order/ Roll Call**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) Chair, Nick Bielinski, will call the COC meeting to order.

Roll call will be completed by the COC Staff Support to ensure a quorum is present.

**2: For Approval: January 28, 2021 Communication and Outreach Committee Minutes**

*(Nicholas Bielinski)*

The January 28, 2021 COC Minutes are recommended for review and approval.

**RECOMMENDATION: This item is for information and approval.**

Staff is recommending approval of the January 28, 2021 COC meeting minutes.

**3: Committee Chair Update**

*(Nicholas Bielinski)*

COC Chair Nick Bielinski will update the committee regarding the Phoenix Business and Workforce Development (PBWD) Board roster vacancies, information available to the COC via Govenda, and information from attending the Program Excellence Committee (PEC) and the Business and Workforce Engagement Committee (BWEC).

**RECOMMENDATION: This item is for information and discussion.**

**4: Communications Plan Update**

*(Eric Toll)*

City of Phoenix (COP) Community and Economic Development Communications Manager, Eric Toll, will provide an update on the Communications plan with the committee.

**RECOMMENDATION: This item is for information, discussion, and possible action.**

**5: Website Usage Tracking**

*(Nicholas Bielinski)*

The Committee will review the ARIZONA@WORK Website Usage Tracking Analytics for the month of January, February, and March.

**RECOMMENDATION: This item is for information and discussion.**

## **6: Arizona Commerce Authority (ACA) Collaboration**

*(Steven Cramer)*

COC Vice-Chair will talk about his collaboration with the Arizona Commerce Authority (ACA).

**RECOMMENDATION: This item is for information and discussion.**

## **7: ARIZONA@WORK Testimonial Capture**

*(Nicholas Bielinski)*

The COC will review how testimonials are communicated to the PBWD Board and the public and how to utilize the testimonials in the future.

**RECOMMENDATION: This item is for information, discussion, and possible action.**

## **8: Review/Consolidate Scorecard Strategies' Actions and Metrics**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) will review their scorecard and consolidate actions and metrics as appropriate.

**RECOMMENDATION: This item is for information, discussion, and possible action.**

## **9: Matters for Future Discussion**

*(Nicholas Bielinski)*

## **10: Call to The Public & Open Discussion**

*(Nicholas Bielinski)*

## **11: Adjournment**

*(Nicholas Bielinski)*