



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
June 24, 2021 ~ 9:00 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on June 24, 2021.

Committee Members Present

Nick Bielinski
Steven Cramer
Jennifer Grondahl
Travis Hardin

Zachary Meyer
Kandi Tillman
Bethany Woodard

Public Attendees:

LaSetta Hogans
Eric Johnson
Hayden Maynard

James Montoya
Rob Stenson

Action items taken are noted in **bold** print.

1. Call to Order:

Communication and Outreach Committee (COC) Chair, Nick Bielinski, called the June 24, 2021 meeting to order at 9:03 a.m. Roll call was completed by staff and a quorum of six members were present.

2. Approval of COC May 27, 2021 Meeting Minutes:

COC Member Travis Hardin made a **motion to approve the COC minutes for May 27, 2021** and COC Vice-Chair Steven Cramer seconded.

Approved: Nick Bielinski, Jennifer Grondahl, Zachary Meyer, Bethany Woodard

Opposed: None

Motion passed unanimously

Kandi Tillman joined the meeting at 9:04 am.

3. Communication and Outreach Committee Update:

COC Chair Nick Bielinski shared that on July 1, 2021 he will be stepping down from the COC chair to serve as Phoenix Business and Workforce Development (PBWD)

Board Vice-Chair and COC Vice-Chair Steven Cramer will step into the COC chair role. He asked members to consider serving as COC Vice-Chair. COC Member Bethany Woodard asked if each committee now has three executive members. PBWD Board Executive Director LaSetta Hogans said that the number of vice-chairs for each committee was increased when the committees were changed on July 1, 2020. Nick shared that people in the executive roles commit to attending Executive Leadership Committee (ELC) meetings and agenda planning meetings. Nick shared there will be no PBWD Board or committee meetings in July.

4. Website Usage Tracking:

COC Chair Nick Bielinski shared data from the ARIZONA@WORK website to track visits to the City of Phoenix pages. He shared that by reviewing the information, the committee is monitoring the demand for information on the website and that using the information, the committee can continuously determine outreach strategies to engage traffic on the website. COC Vice-Chair Steven Cramer said that the tracking sheet he created will help over the next twelve months, tracking the website and the social media accounts.

5. Review/Consolidate Scorecard Strategies' Actions and Metrics:

COC Chair Nick Bielinski shared the COC Scorecard and shared there is nothing that the committee is behind on. He said the plan primarily focuses on how engagement is improved through committee efforts. PBWD Board Executive Director LaSetta Hogans shared that the committee sets their own timeline.

6. Matters for Future Discussion:

- Social media plan/metrics

7. Call to The Public:

None

8. Adjournment:

COC Vice-Chair Steven Cramer **motioned to adjourn** and COC Ad-Hoc Member Kandi Tillman **seconded**.

Approved: Nick Bielinski, Jennifer Grondahl, Travis Hardin, Zachary Meyer, and Bethany Woodard

Opposed: None

Motion passed unanimously

The meeting adjourned at 9:36 a.m.