



EXECUTIVE COMMITTEE AGENDA
Wednesday, November 03, 2021
8:00 am – 8:30 am

VWDB meetings are open to the public. Any member of the public who wishes to participate must contact Diana Antonio at least 48 hours before the meeting date to receive meeting call in information.

The meeting will begin promptly at 8:00 A.M.

RSVP to: Diana Antonio @ (818) 937-8081, dantonio@glendaleca.gov

I. Introductions

Approval of Minutes: October 13, 2021

2

II. Director's Report – *Deferred to Full Board Meeting*

- a) COVID-19 Updates
- b) Verdugo Jobs Center Program Report
- c) Glendale Youth Alliance Program Report
- d) Grants and Initiatives

III. Action Items: None

IV Other Business and Announcements

2022 Calendar

Public comments

Adjourn

Next Executive Committee Meeting: Wednesday, January 12, 2022

**VERDUGO WORKFORCE DEVELOPMENT BOARD
EXECUTIVE COMMITTEE MEETING MINUTES
10/13/2021
8:00 a.m. to 8:30 a.m.**

MEMBERS PRESENT: Denise Allevato, Ara Aslanian, Jim Darcey, Marisol Espinoza, Gavin Koon, Nick Hacopian

MEMBERS ABSENT: None

**COMMUNITY &
OTHER AGENCY
REPRESENTATIVES:** Patricia Neumann (Copy & Design)

STAFF PRESENT: Judith Velasco, Diana Antonio, MaryAnn Pranke

CALL TO ORDER: 8:05 am by Vice Chair Marisol Espinoza via WebEx

I. Introductions

A. Vice Chair Marisol Espinoza commenced the meeting.

II. Minutes of September 22, 2021

A. Quorum confirmed.

B. Minutes presented and reviewed. **MOTION:** Jim Darcey **2nd:** Gavin Koon
Action: APPROVED

III. Director's Report

A. VWDB Executive Director Judith Velasco reported that there is no specific date for the reopening of the AJCC. She will meet with Employment Development Department (EDD) management to discuss a soft launch date.

1. The Verdugo Jobs Center (VJC) continues to serve the public on a virtual platform. In-person appointments are being offered to those with limited resources, but majority of clients prefer to receive services virtually.

B. Board member Gavin Koon mentioned that due to COVID mandates many employers, both private and public, will experience layoffs. The VWDB should develop a contingency plan for the layoffs that will occur. Ms. Velasco affirmed that VJC is tracking individuals who may be laid off due to vaccine mandates.

IV. Presentation: Copy & Design: Building the Brand by Patricia Fitzgerald

A. Patricia Neumann provided an overview of the branding and communications work that Copy & Design has developed for the VWDB and its programs such as GlendaleLEARNS, Biocom Institute Technician Certification (BioTC) industry approved credential, and the Los Angeles Basin Workforce Network.

1. The VWDB contracted with Copy & Design to create and launch a new brand, develop outreach communications, revamp the VWDB's website, and increase awareness of services and expand reach.

a. Workforce has always been focused on delivery of service to the community, businesses, and partners. The VWDB must now also focus on showcasing its expertise and credibility, as well as to create a brand that articulates what it does in a clear manner.

2. Copy & Design has completed the following assets for the VWDB and VJC: logo explorations and development, collateral design, website architecture wire frame and content, and content for collateral and success stories.

VERDUGO WORKFORCE DEVELOPMENT BOARD
EXECUTIVE COMMITTEE MEETING MINUTES
10/13/2021
8:00 a.m. to 8:30 a.m.

- a. For the logo, the name Verdugo has been emphasized. The circular color image represents the wrap around services that the VWDB and VJC provide.
 - b. Flyers and brochures have been developed that depicts a cohesive brand. Also, the flyers are consumer friendly and have a professional appearance.
 - c. A user-friendly toolbox of branded communications is being developed to include: website, business services flyers, customizable flyer template, stationary package, and an e-newsletter template.
3. For GlendaleLEARNNS Copy & Design has created branded communications that include a website, collateral system, posters and social media graphics that target potential adult learners.
 4. For BioTC Copy & Design has developed the name and digital badge, digital flyers, registration web page, and social media graphics.
 5. Copy & Design previously completed the launch of the Los Angeles Basin Regional Planning Unit communications platform. This platform included naming and branding, and a website.
 6. The VWDB and Copy & Design will continue to work together to accomplish the following goals: increase awareness and recognition; reach more job seekers, businesses, youth and partners; establish a consistent branding system that can be supported internally; and differentiate the VWDB from other WDBs.

B. Discussion

1. Mr. Koon emphasized that the VWDB's focus isn't solely on assisting job seekers. The VWDB also conducts strategic planning on industry needs and has special projects.
 - a. Jim Darcey added that the VWDB has various audiences. Diverse material should be developed. Mr. Darcey asked if surveying was done to see how these flyers resonate with customers?
 - b. Ms. Neumann stated that Copy & Design conducted a discovery process, a couple of board members, VJC staff and businesses were interviewed. The process mainly began with job seekers, but the brand will be adjusted to speak to all the different constituents.
2. Mr. Koon raised a concern on the flyer colors of green, yellow, and white, as it can be hard for some people to read if the light colors are used and there is not enough contrast.
3. The Executive Committee suggested to identify what the Verdugo Region is. Ms. Neumann responded that once the logo is finalized the three cities' names will be included.
4. Mr. Aslanian and the Executive Committee praised the work Copy & Design has completed, and thanked Ms. Neumann for the presentation. He noted that the logo was not typical "workforce" and had a corporate look to it which was refreshing.
5. Ms. Velasco thanked the Executive Committee for the feedback and advised the members to email her in case there were more comments.

V. Action Items

- A. None

VI. Other Businesses and Announcements:

- A. The next Executive Committee meeting is scheduled for Wednesday, November 3.

VII. Public Comments: None

VIII. Adjournment: 8:50 am