



*Joint Newark & Essex County Business and Economic Development Committee*  
Wednesday, February 11, 2015  
Essex County College- 4th Floor Multipurpose Room B  
9:00 am – 11:00 am

Agenda

- I. Welcome and Introductions  
Dr. Joyce Wilson Harley, Essex County College, Vice President
- II. Approval of Minutes
- III. Overview of Sub-Committees
- IV. Next Steps
  - A. Committee Meeting Calendar for 2015
  - B. Upcoming Events
    1. WIB Retreat for Board and Committee Members
    2. Mayor Baraka's Economic Development Town Hall Meeting At NJPAC
    3. Call in Number
- V. Questions/Answers



***Joint Newark & Essex County Business and Economic Development Committee***  
Wednesday, February 11, 2015 at 9:00 am

Meeting Minutes

**Attendees:**

Adam Albanese	Nancy Fisher
Dhiren Amin	Chip Hallock
Kelli Bell-Taylor	Joyce Wilson Harley
Addy Bonet	Dexter Hendricks
Ronice Bruce	Vann Holland
Joyce Bryant	Davetta Lane
Alfred Bundy	Tolu Lanrewaju
Mitch Cahn	Diana Longo
Dashay Carter	Dawn Marie Montgomery-Otis
Mitra Choudhury	Janine Schaeffer
Deborah Collins	Mahesh Shah
Joseph Epps	Willie Tolbert
	Yuemeng Zhang

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**Meeting Called to Order: Chairperson Joyce Wilson Harley**

The meeting started with conversation about how to get maximum participation from committee members. The following suggestions were made: to follow-up with phone calls to confirm attendance; to send out calendar invites to serve as reminders for upcoming meetings; to have conference calls which has proven to be successful; to call committee members to reaffirm their commitment to the committee.

A round table introduction of meeting attendees was conducted.

***Motion, Approve January 14, 2015 Conference Call Meeting Minutes***

Dr. Harley asked if anyone had any objections or abstentions to the minutes from the last meeting. Minutes were uncontested by committee members. She called a motion to approve the minutes. Mitra Choudhury moved the first motion for approval. Davetta Lane seconded the motion. Minutes approved.

Joe Epps raised a question about the feedback from vendors and tracking efficiency of job fair participants. Mitra Choudhury (ECC) advised that employers and participants have liked their job fair set-ups in the past. She further explained that although the Career Resource Center collects data on participants, they do not have the manpower to track participants. She suggested that hiring information is a bit difficult to get because it requires calling each vendor to see if they hired anyone from the job fair. Ms. Choudhury said that it is much easier to track students than it is to track the general public. Dashay Carter advised that Newark Works pre-registers clients for job fairs so that there is a better way to track them. The process includes, having the intake specialist follow up with clients to determine if he or she was hired, whether the client interviewed and what the outcome. The goal of the upcoming job fair is to set up on site interviews, which helps with tracking and aids in determining how many people are actually hired.

### **Committee Business**

Dr. Harley expressed that after reviewing the minutes from the last meeting, there were four items that stood out at her. As a result, she decided to break down committee into four sub-committees (Business Identification, Business Outreach, Business Communication and Job Readiness). She gave a brief description of the tasks of each sub-committee.

The Business Identification Sub-Committee will be tasked with identifying businesses in the Greater Newark area. Data collected by this committee will be used to identify the types and locations of businesses to be targeted. Dr. Harley will be reaching out to the individuals that have committed to serve on this committee and marry them to doing outreach to potential employers. If employers come to a job fair, it tells us that they are interested in hiring.

One committee member made a suggestion that it might prove to be beneficial to classify job fair attendees by their skills and work experience. This helps employers easily identify and choose from a pool of qualified individuals who possess the skills and experience that they are seeking for open positions.

Davetta Lane (NWIB) advised that the WIF Team can assist this sub-committee.

The Business Outreach Sub-Committee will focus its efforts on targeting identified businesses. A sales approach will be used to inform targeted businesses of job seekers. This team will be responsible for writing letters, making phone calls and the sort. Dr. Harley and Mitra Choudhury (ECC) will serve on this committee.

Davetta Lane will ask Ronice Bruce (NWIB Business Development Specialist) to serve on this sub-committee.

The Business Communication Committee will be tasked with keeping businesses informed of what the committee is doing in efforts to gain the trust of the Greater Newark business

community. Barbara George-Johnson (Thomas Edison State College) will serve on this committee.

The Job Readiness Sub-Committee will be tasked with the responsibility of ensuring that job seekers possess both the soft and hard skills that appeal to employers. Joyce Bryant (Quality Dental School) helps to train people and she advised that she will speak to the recruiter from the dental school to possibly tap into some resources from her end. Bryant also expressed the importance of the job seekers' body language and the need to address this component of job readiness into this sub-committee. Willie Tolbert (Willie Tolbert & Associates) suggested that job seekers also need assistance with dressing for success and learning what employers look for when hiring. Joyce Bryant and Willie Tolbert will serve on this committee.

Dr. Harley is in receipt of the minutes from the former committee chairperson. She will be disbursing them soon and asked if anyone had any suggestions on sub-committees. No one had any suggestions. She reminds the committee of the next meeting which is scheduled for February 11, 2014. This committee meeting will also be a conference call. Please note that committee members may connect to all future conference calls by dialing conference call # 1-712-432-0375; passcode is 158497.

Davetta Lane (NWIB) informed the committee of a job fair scheduled for April 10, 2015. She suggested that the sub-committees could be extremely instrumental in its success. Ms. Lane also reminded the committee of the Joint WIB Board Retreat scheduled for March 5<sup>th</sup> and 6<sup>th</sup> 2015. Since the retreat is so close to the committee meeting (March 11<sup>th</sup>), she suggested that it be eliminated. Dr. Harley recommended that the committee could meet at the retreat. Davetta advised that she will provide more information to the committee after the planning meeting.

Dr. Harley informed the committee that she received two emails from two individuals who questioned why they were not on the contact list for the committee. She will forward that information to Davetta Lane. She asked if anyone wanted to weigh in on next steps. Committee members were satisfied with the meeting and had no further suggestions or comments. Dr. Harley thanked everyone for their willingness to serve and called a motion for adjournment. Meeting adjourned.