



NOVAworks Workforce Board Executive Committee
February 4, 2025 Meeting
Minutes

Executive Committee members present: R. Brunson, R. Foust, J. Lind, M. Nemits, and A. Switky

NOVAworks staff: M. Sessions, C. Bernhardt, J. Badiei, G. Pham, and E. Stanly

Guest: Consultant Kevin Perkey

1. Call to Order:

The meeting was called to order at 12:00 p.m.

2. Action Items:

- a. October 23, 2024, Minutes: It was moved by R. Foust, seconded by J. Lind, and carried by voice vote to approve the October 23, 2024, meeting minutes as submitted, with abstention from R. Brunson.

3. Discussion Items:

- a. Review Marketing and Communications Materials for NOVAworks: Through a competitive procurement process, NOVAworks has contracted with S. Groner Associates (SGA) to refresh NOVAworks materials, communications, and brochures that are distributed to job seekers, businesses and community stakeholders. As part of this process, a new logo was designed that will be more inspirational. The intent is to update while maintaining the current image and foundation of NOVAworks. To review the presentation, click here: https://novaworks.org/documents/Ongoing/BrandingPresentation2025_02_04.pdf Additional samples were distributed. SGA will also be updating the NOVAworks and NOVAworks Foundation websites that are expected to be completed end of March/early April.

4. Information Items:

- a. Next Executive Committee Meeting is scheduled for Tuesday, June 3 at 12:00 p.m.
- b. CA Employment Development Department (EDD) Fiscal Year 2023-24 Monitoring Report: EDD has completed its annual WIOA on-site monitoring review of NOVAworks' fiscal and program systems for Program Year 2023-24. The monitoring report has been released and there were no findings. A copy of the report was included in the packet.

5. Adjournment:

The meeting was adjourned at 12:15 p.m.