

BRAD LITTLE  
GOVERNOR

Wendi Secrist  
Executive Director



Deni Hoehne  
Chair

John Young  
Vice Chair

## WORKFORCE DEVELOPMENT COUNCIL

317 W Main Street, Boise, Idaho 83735-0510

### One-Stop Committee Meeting Minutes

**Date:** Tuesday, August 9, 2022

**Time:** 10:30 AM-11:00 AM

**Location:** Zoom/In-Person

514 W. Jefferson Street

Suite 136

<https://zoom.us/j/96012749490?pwd=OUYxWjc5Qjl3dmNVUmQrUC9pR3VkQT09>

Meeting ID: 960 1274 9490

Passcode: 035914

**One-Stop Committee Members:** Jane Donnellan, Terry Butikofer, Beth Cunningham, Korene Gonzalez, Admir Selimovic, Adrian San Miguel, Kristyn Carr, Amelia Valasek, Kristin Matthews

**Guests:** Mike Walsh

**Staff:** Paige Nielebeck, Rebecca Watson, Wendi Secrist. Sarah Nash, Matthew Thomsen, Amanda Ames

**Called to Order at 10:31 a.m.**

**Welcome**

**Roll Call** – Quorum Met

**Review Agenda** – No changes to the agenda

**\*Approve July 12, 2022 Meeting Minutes**

**Motion by Mr. Butikofer to approve the July 12, 2022 meeting minutes as written. Second by Mr. San Miguel. Motion carried.**

**One-Stop Operator Update**

EO Survey reports and ADA Assessments are due to DHR by September 1. Please copy Ms. Nash on the email when those are sent to DHR.

The last data sharing agreement is in the editing phase. This will allow cost sharing to go into effect. This is a big step for Idaho.

**\*AJC Branding Policy**

Ms. Secrist reviewed the draft AJC Branding Policy. Please see attached document.

Discussion:

It would make sense to have the entity logo with the AJC wording added.

The existing branding policy requires that partners use the AJC tag line that goes with the logo. If Idaho is truly going to start creating opportunities for Idahoans to relate to what the AJC is, then the branding needs to be elevated.

The Illinois example is great. The AJC branding is there but it still highlights the entity offering the services.

Coming up with a logo that incorporates AJC is possible, but it is important that it is not worded in such a way that it needs to be used on all department materials.

- The logo would only be used on relevant materials. This will be a change that happens over time and not overnight.
- It is clear in the AJC Branding Policy that the changes will be made as new materials are being produced.

It would be up to each agency if they want to put the full “proud partner” or just keep the AJC logo.

The Committee would like to include the examples from Illinois, Kansas, and Virginia in the policy.

**Motion by Mr. Butikofer to approve the AJC Branding Policy as edited above. Second by Mr. Selimovic. Motion carried.**

**Motion by Ms. Cunningham to adjourn. Motion carried.**

***Adjourned at 10:54 a.m.***