



**North Central Wisconsin Workforce Development Board
Executive Committee - Zoom Meeting
Thursday, August 8, 2024**

Minutes

Executive Committee Members Present: Al Chaney (Zoom), Angie Close (Zoom), Paul Herold (Zoom), Michael Tautges (Zoom), and Paula Erickson (phone).

Executive Committee Members Absent: Matt Murphy

Others Present: Tim Smith, Invoke Marketing

WDB Staff Present: Jane Spencer (Zoom), John Cokl (Zoom), Brian Kalish (Zoom), and CJ Tangedal (Zoom)

1. **Call the Meeting to Order** - Chaney called the meeting to order at 9:01 a.m.
2. **Agenda** – Herold moved to approve the amended agenda, noting that for item #7, the “Update” should be edited to “New”; it was seconded by Close. Motion carried.
3. **Welcome New Executive Members** - Chaney welcomed Angie Close and Michael Tautges
4. **Executive Minutes from May 9, 2024** – Close moved to approve the minutes from May 9, 2024; it was seconded by Erickson. Motion carried.
5. **Strategic Planning Presentation – Tim Smith, Invoke Marketing** – Tim presented the draft Strategic Plan, including the new mission and vision statements and the newly revised action plans the staff has worked on the past few weeks. The scorecard containing the tactics is still being developed. The plan is to complete the plan and scorecard before the September 12th Board meeting.

***Paul Herold and Angie Close left the meeting. Meeting adjourned at 10:03am.**