



## **Special Meeting** **MINUTES**

**November 4, 2025**  
**3:00 p.m.**

*Meeting held via Zoom at:*

*Workforce Assistance Center, 2037 W. Cleveland Avenue, Madera, CA 93637*

464 E Yosemite, Ste. A, Merced, CA 95340      4640 Del Mar, Fresno CA 93704      2621 Cowden Ave, Merced, CA 95348

200 W 4<sup>th</sup> Street, Ste 4006, Madera, CA 93637      1516 7<sup>th</sup> Street, League City, TX 77573      2425 W Cleveland Ave, Ste 101, Madera, CA 93637

25545 Ave 12 ½, Madera, CA 93637      30277 Ave 12, Madera, CA 93638      40343 Highway 41, Oakhurst, CA 93644

1900 W Almond Ave, Madera, CA 93637      1902 Howard Road, Madera, CA 93637      513 Accornero St, Madera, CA 93637

730 N I St., Madera, CA 93637

**PRESENT:** Brett Frazier, Donald Foster, Eric Niino, Gurminder Sangha, Kristina Gallagher, Lanie Suderman, Laura Gutile, Nichole Mosqueda, Robert Poythress, Todd Lile, Wendy Lomeli  
**ABSENT:** Chuck Riojas, Joe Perez, Jorge DeNava, Michelle Brunetti, Mike Lopez  
**GUEST:** Emilio Hipolito, Jessica Blanchfield, Kaley Ratzlaff, Ramona Davie, Sean Tambagahan, Summer Bonilla, Tim Riche  
**STAFF:** Ahmed Metwally, Bertha Vega, Jessica Roche, Maiknue Vang, Nicki Martin, Sheyla Garcia

### **1.0 Call to Order**

*Meeting called to order at 3:05 p.m. by Chair Brett Frazier.*

#### **1.1 Pledge of Allegiance**

### **2.0 Additions to the Agenda**

*None.*

### **3.0 Public Comment**

*None.*

### **4.0 Introductions and Recognitions**

*Roundtable introductions were done by everyone in attendance.*

### **5.0 Adoption of Board Agenda**

*Nichole Mosqueda moved to adopt the agenda, seconded by Laura Gutile.*

*Vote: Approved – unanimous*

*Yes:*

### **6.0 Action Items**

**6.1 Discussion and consideration of approval of marketing and rebranding as developed and presented by Archer and Hound.**

*Sean Tambagahan, Archer and Hound, provided a presentation that spoke to the process for developing a new logo. Archer and Hound felt that the existing Madera County Workforce Assistance Center logo was strong and could be used as a starting point for refreshing the logo. The focus is on rebranding and on a visual identity. This is considered a brand refresh not a rebrand. Maiknue Vang, Executive Director, provided side-by-side comparisons for the refreshed logo with the only difference being the wording on the logos: Madera County Workforce and Madera Workforce. The WDB previously had concerns about the wording on the logo and requested that customers and businesses be surveyed to decide between the 2 samples. Staff surveyed customers who came into the center via a survey link placed on the Resource Room computers, a tablet with the link for customers to use during orientations, and an email was sent to all Madera County residents who have a CalJOBS account. The survey link was sent to businesses via Constant Contact. Partner organizations were also provided with the survey. Staff reported that the survey results indicated that Madera County Workforce was the preferred wording for the logos. The only other change that staff suggested was that the red highlight color seen on the Madera County Workforce Investment Corporation (MCWIC) logo and the green color on the Workforce Assistance Center (WAC) logo be swapped so that MCWIC be in green and the WAC be in red on their respective logos. Those colors are more in line with what is currently in use. The WDB thanked staff and Archer and Hound for their work on the logo redesign project.*

*Laura Gutile moved to approve the logos with the Madera County Workforce wording and the recommended color swap recommended by staff, seconded by Rob Poythress.*

#### **11.0 Next Meeting**

*To be determined.*

#### **12.0 Adjournment**

*Meeting adjourned at 3:31 p.m.*