

# Attraction Working Group

## Southeast Labour Market Partnership Attraction Working Group – Council Update

Chair: Kevin Silliker

Last Meeting: 09/08/2021

### Information / Update(s):

- **Initiative #6 – Diversity and Inclusion:** 3+ Corporation will submit an official joint funding proposal with Chamber of Commerce for Greater Moncton to WorkingNB in order to receive funding to ensure the implementation of this initiative.
- **Initiative #3 – Value Proposition & Initiative #9 – Shared Language:** Marketing RFP was submitted through 3+ Corporation. Shortlisted to 2 proponents; more to come on this as the RFP is finalized and a group is selected to take on this scope of work.
- **WorkingNB Job Fairs:** Workforce Summit is still scheduled for October 20<sup>th</sup>. As other events come available, a detailed calendar will be shared with the group.

### Recommendation(s):

- Set up meeting amongst Kevin Silliker, Tahlia Ferlatte, Mohamed Yessaad and Keyana Strzechowski to discuss development of Attraction workplans (LIP and SLMP) in order to ensure consistency and working alongside each other.
- Invite Tahlia Ferlatte to join the Attraction working group.