



# Northeastern Workforce Development Board

**ALBEMARLE COMMISSION**  
REGION R COUNCIL OF GOVERNMENTS

*Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell and Washington Counties*

## **NWDB NextGen Committee Meeting Minutes**

September 8, 2021  
Zoom Meeting  
10:00 AM

**Type of Meeting:** Special Meeting

**Meeting Facilitator:** Dr. Kimberly Gregory, Chairperson

**Members attending:** Dr. Kimberly Gregory, Alvan Overton

**Members absent with notification:** Lisa Brown

**Members absent without notification:**

**NWDB Staff:**

**Other Attendees:**

### **I. Call to order and welcome – Dr. Gregory**

Meeting commenced at 10:06. The special meeting was called to take a vote on the vendor submissions for the RFP for a digital marketing campaign vendor.

### **II. Overview of RFP and Submissions – Rachel Clipston**

Rachel advised the committee that we received 5 submissions to the RFP that was published soliciting prospective vendors for a \$10,000 digital marketing campaign to promote NextGen services via the E3 Youth Initiative Grant. All submissions were reviewed and graded by Rachel Clipston, Emily Nicholson, and Heidi O'Neal. The staff recommendation was presented as Content Commanders which is a firm local to Elizabeth City.

### **III. Committee Vote**

Dr. Gregory made a motion to select the staff recommendation, Content Commanders, as the vendor. The motion was seconded by Alvan Overton. Lisa Brown also e-mailed her support for Content Commanders.



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Chairperson, Kimberly Gregory

04 / 14 / 2022

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Date