

**CAREERSOURCE CITRUS LEVY MARION
MARKETING AND OUTREACH COMMITTEE MEETING**

MINUTES

DATE: August 17, 2017
PLACE: Enterprise Center, Ocala, FL
TIME: 9:30 a.m.

MEMBERS PRESENT

Becky Magwood, Capital City Bank
Ted Knight, US Marine Corps League
Pat Reddish, Consultant
Al Jones, AutoZone
Travis Griffin, Capital City Bank

MEMBERS ABSENT

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, CSCLM
Brenda Chrisman, CSCLM
Laura Isaacs, CSCLM
Laura Byrnes French, CSCLM

CALL TO ORDER

The meeting was called to order at 9:30 a.m. by Becky Magwood, Chair.

ROLL CALL

Laura Isaacs called roll and a quorum declared present.

APPROVAL OF MINUTES

Ted Knight made a motion to approve the minutes from the Feb. 16, 2017, meeting. Seconded by Pat Reddish. Motion Carried.

ACTION ITEM

1. **Third-party brand mark usage policy.** Al Jones made a **motion** to approve the policy. Ted Knight **seconded** the motion. **Motion carried.**

DISCUSSION ITEMS

Rusty Skinner presented the committee with information about the following items:

- 2017-2018 Goals
 - Improve Talent Center portal for functionality
 - Expand Talent Pipeline series
 - Add 20 businesses (Citrus and Levy; IT)
 - Begin Educational element in Citrus (Duke Grant)
 - Use Marion Soft Skills Survey to plan soft skills series
 - Promote Apprenticeship/Pre-Apprenticeship (MRMA; Construction)
 - Review and Upgrade Website
 - Multi-language function
 - Online forms access
 - Search function
 - Better special projects visibility on Home Page

STATUS REPORTS

- Marketing and Outreach Report
- Talent Pipeline Video Project

MATTERS FROM THE FLOOR

Becky Magwood expressed that she thought the new board member onboarding process discussed at the Feb. 16, 2017, meeting. She suggested that the process be given further thought to include more structure. New member Travis Griffin agreed and stated as a new member he would have liked more information about the board's committees and their functions. Kathleen Woodring suggested a round table meet and greet for new members, so they could chat with committee chairs about their committees and functions. Rusty Skinner suggested a luncheon meeting/presentation before the regular board meeting to inform new members with an opportunity for more questions and answers after the meeting.

ADJOURNMENT

There being no further business, the meeting was adjourned.

APPROVED:
