

**CAREERSOURCE CITRUS LEVY MARION
BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MEETING**

MINUTES

DATE: May 22, 2018
PLACE: Enterprise Center, Ocala, FL
TIME: 9:00 a.m.

MEMBERS PRESENT

Carol Jones
Kevin Sheilley
Mark Paugh
Mark Vianello
Pete Beasley
Peter Shepis
Phil Geist
Rachel Riley
Scott Owen

MEMBERS ABSENT

Amy Meek
David Pieklik
Debra Stanley
Kell Jemison
Kim Baxley
Mike Melfi, Chair
Don Taylor

OTHER ATTENDEES

Rusty Skinner, CSCLM

Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Rusty Skinner, CEO, at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Mark Paugh made a motion to approve the minutes from the February 27, 2018 meeting. Phil Geist seconded the motion. Motion carried.

ACTION ITEMS

There were no action items on the agenda.

DISCUSSION ITEMS

Rusty Skinner presented information for discussion about the following topics:

- Plan of Service
 - The Plan of Services fine tunes our focus and scope for the 2018-2019 program year. The plan provides direction for making progress on continuous efforts. Highlights include:
 - Employer driven hiring events
 - Spring/Fall, Grad, Youth, and sector based job fairs
 - Talent Center
 - Progress Dunnellon
 - YouthBuild

- Exploratory efforts for the Prosperity Program in Marion County
 - Kevin Sheilley made note that the executive board of the Ocala CEP has endorsed moving forward with supporting the project.
 - Apprenticeship Opportunities
 - Career Academies
 - Sector Grant Initiatives
 - Rusty requested additional input on other areas of focus from the committee.
 - Phil Geist indicated that Citrus County economic representatives have identified young retirees (aged 50 – 65) as an untapped source for job candidates. Perhaps, there are opportunities to develop programs to attract these candidates for our services.
 - The Plan of Services will be presented to the executive committee with key metrics identified by staff.
- Labor Shed Reports
 - After reviewing the labor shed reports, Rusty concluded that the most glaring statistic is the high rate at which the 29 and younger age group is finding employment outside of our region. Competitive wages and compensation packages in outlying areas are attracting these candidates.
 - The Labor Shed Reports are compiled from 2015 Census data and new data will be coming out this fall for the 2016 Census.
 - It is anticipated that current data would reflect a decrease in the outflow with the influx of FedEx, AutoZone, and other major businesses coming to the area. The effects of these new businesses on the labor market environment may not be seen for 2-3 years.
- Final Apprenticeship Task Force Report:
 - Rusty explained that the report was lengthy and provided only by email. No further discussion or comments were made
- Advertising Partnerships
 - Recently, a very successful job fair was held in conjunction with the K-Country radio station. The station charged businesses a base fee to participate with an optional fee for additional promotions of their business on the radio station. The partnership allowed for a broader reach in targeting candidates for the job fair; thus we were able to promote our services to a new market
 - Due to the labor shortages, efforts need to be made to expand our reach and potentially partner with other media outlets.
 - The topic will be further discussed with the Marketing and Outreach committee.

PROJECT UPDATES

- Economic Development Partner Reports
 - Citrus
 - Rusty updated the committee in Don Taylor's absence. Officials in Citrus County are in the process of developing their economic development program under the leadership of the new Economic Development Director, Bruce Register. They have received a grant

- from DEO and are looking to focus on industry and investing in programs at WTC and CF.
- Levy
 - David Pieklik provided an update in the packet. Economic development efforts continue to improve in Levy County. Focus will be made to have Levy businesses invest in the video series.
 - Marion
 - Kevin Sheilley reported that AutoZone and Chewy have both exceeded their growth expectations and are looking to double their hiring efforts in the next year. There are also new companies coming to the area that will be looking for skilled labor. The logistics academies within the Marion education system have had a robust interest in their programs and are producing numerous graduates.
 - Talent Center Updates
 - Rusty announced that workshops will now be managed outside of the Talent Center, so that the staff may focus on connecting referrals with eligible candidates.
 - The new Aikken program is designed to focus on skills versus demographics and will appeal to the professionals seeking our services.
 - There are discussions happening at the state level for a new generation of EFM that would be user-friendly for both candidates and businesses and will also gather the demographic information that is required. The bidding process has begun in Tallahassee. A pilot program of the new system would go into effect before full immersion.
 - Youth Build Updates
 - Update provided in packet. No further discussion or comments made.
 - Business Services Updates
 - Update provided in packet. No further discussion or comments made.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:47 a.m.

APPROVED:
