

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

MINUTES

DATE: No. 16, 2017
PLACE: Enterprise Center, Ocala, FL
TIME: 9:30 a.m.

MEMBERS PRESENT

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

MEMBERS ABSENT

Pat Reddish, Consultant

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, 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

Al Jones made a motion to approve the minutes from the Aug. 17, 2017, meeting. Seconded by Ted Knight. Motion Carried.

ACTION ITEM

DISCUSSION ITEMS

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

- Chewy promotion: Chewy.com is a pet product online retail and distribution company opening a fulfillment center in Ocala in seeking to hire approximately 200 people for early January start dates. Hiring events are slated for December, a traditionally slow time of year, and there have been many recent events. K-

Country and WIND FM, the area's top radio stations, recently hosted a job fair in Gainesville with CareerSource North Florida. CareerSource Citrus Levy Marion is in talks with K-Country and WIND FM to host a job fair and in manage/promote to job seekers in exchange for air time about Chewy.com recruiting. Hopefully on-air recruiting will reach a different customer base or job seeker than would typically visit a center. If this is the case, it creates an opportunity for future partnerships.

- Chiefland radio spots: Spots currently rotating on Chiefland's radio stations about the new center were played for the committee. In addition to the spots, CSCLM gets approximately 100 mentions on the radio's community calendar.
- Chiefland Grand Opening: Skinner said CSCLM is looking at dates in January for a grand opening event at the new Chiefland location. Skinner proposed a partnership with local schools for the event to raise awareness with students and parents to help transition students from school to work. Skinner suggested possibly combining the event with a fundraiser for the schools, likely for an educated-related cause. This kind of partnership could help get exposure and tailor services and approach to the changing customer base.

STATUS REPORTS

- Marketing and Outreach Report: Laura Byrnes shared communications metrics, including website traffic, social media engagement, paid and earned media and more.

MATTERS FROM THE FLOOR

None.

ADJOURNMENT

There being no further business, the meeting was adjourned.

APPROVED:
