



**CAREERSOURCE CITRUS LEVY MARION
Marketing and Outreach Committee**

MINUTES

DATE: May 14, 2025
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
John Murphy
Kathy Judkins

MEMBERS ABSENT

Kim Baxley
Staci Bertrand

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM
Cory Weaver, CSCLM
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM
Melissa Saco, CSCLM
Amber Battillo, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair, at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll, and a quorum was declared present.

APPROVAL OF MINUTES

Darlene Goddard made a motion to approve the minutes from the February 12, 2025, meeting. John Murphy seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- Preliminary budget estimates have been received but are subject to change. We will learn more after the CareerSource Florida meeting next week.
- The Executive Director of Region 6 has resigned. Their board is searching for a replacement. This may delay regional planning initiatives.

Workforce Issues that are Important to Our Community

Al Jones inquired into the addition of the America's Job Center logo on CLM employee's signature line. Dale French explained that all workforce agencies nationally fall under the moniker and the State is requiring all Florida regions to use the universal branding.

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Event Report

Melissa Saco highlighted items from the Event Report. She was happy to share that the recent Marion County Youth Job Fair had over 466 attendees, one of the most attended event in recent years. There is a job fair scheduled for June in Citrus County and a summer job fair scheduled for July.

Marketing and Outreach Report

Laura Byrnes highlighted a variety of marketing activities that occurred in the quarter.

She noted the below:

- The Heart of HR Conference was extremely successful. The attendee feedback was very positive. The change in venue was also key to the success of the event. During the event one business inquired about sponsoring the event next year.
- The interim website is active. We are also in the beginning stages of development with the new company that will be handling the fully integrated version of the new website.
- The Talent Center team will be holding another Talent Connection workshop showcasing IT candidates. The workshop has been promoted through local and national networks. We are looking forward to a well-attended workshop.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:29 a.m.

APPROVED: _____