



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

MINUTES

DATE: November 12, 2025
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Darlene Goddard
John Murphy
Kathy Judkins
Staci Bertrand

MEMBERS ABSENT

Al Jones, Chair

OTHER ATTENDEES

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

Cira Schnettler, CSCLM
Melissa Saco, CSCLM

CALL TO ORDER

In Al Jones' absence, the meeting was called to order by Staci Bertrand, Committee Chair at 9:04 a.m.

ROLL CALL

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

APPROVAL OF MINUTES

John Murphy made a motion to approve the minutes from the August 13, 2025, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following items:

- CareerSource Florida and Florida Commerce sent a letter to the Chair informing the Board that our region has been placed on a performance improvement plan. Commissioner Zalak and Board Chair Carl Flanagan, along with CLM leadership, will be attending a conference call on November 14 with State representatives to identify the metrics that need improvement. A corrective action plan will then be developed and presented at the December board meeting.

Workforce Issues that are Important to Our Community

Staci Bertrand shared that a new transmission training facility recently opened in Sumter County. The training facility includes substation and relay equipment.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

WRA Grant

Dale French explained the State has allocated \$5 million to be used for rural workforce initiatives throughout the State. A need for aviation career paths in Levy County has been identified as a potential project. We are joining a variety of community partners to include CF, Marion Technical College, the City of Williston, and the business community to submit a plan to receive funding through this grant. If awarded part of the grant money would be used to market the program to students and their parents. There has been a recent project update from the State that is not included in the attached project plan. When the final details have been provided a revised plan will be presented at the next executive and full board meetings.

John Murphy made a motion that the grants funds of \$150,000 will be allocated with \$70,000 for career path marketing and \$80,000 for project management, strategic management, or training. Kathy Judkins seconded the motion.

PROJECT UPDATES

Event Report

Melissa Saco highlighted items from the Event Report. There has been record attendance at job fairs and hiring events. The next Paychecks for Patriots events have been scheduled for November 13 in Marion County, December 3 in Citrus County and a Veterans Resource Fair is scheduled for December 11 in Levy County.

Website Re-Design

Laura Byrnes reviewed the updates on the website redesign. She also noted there have been delays in development but believes things are getting back on track. Staci Bertrand asked if the design company is meeting the state requirements and if the company had worked with other regions. Laura Byrnes confirmed both items.

Marketing and Outreach Report

Laura Byrnes was happy to share the successes of the broadband boot camp. Dale French gave kudos to the marketing team for their marketing efforts to recruit participants. The next boot camp will be in February, and marketing will begin in December.

Laura highlighted items from the other priority projects the marketing team is actively working on.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:38 a.m.

APPROVED: _____