



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

MINUTES

DATE: August 13, 2025
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
Kathy Judkins
Staci Bertrand

MEMBERS ABSENT

John Murphy

OTHER ATTENDEES

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

Cira Schnettler, 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

Staci Bertrand made a motion to approve the minutes from the May 14, 2025, meeting. Darlene Goddard seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida will be holding their quarterly State meeting on August 20 and 21 at the World Equestrian Center. CLM management will be in attendance. The committee members were invited to attend the meeting.
- The State is introducing detailed guidelines and policies to ensure consistency among the regions.

Workforce Issues that are Important to Our Community

Al Jones shared that AutoZone will be opening numerous stores in the next year, some of which will be mega hubs.

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

What We Do

Rusty Skinner shared that the communications team has done a wonderful job at updating the brochure. The brochure will be updated annually by highlighting key elements that created the story of the organization in the previous program year, as well as adding information about new initiatives. The brochures will be handed out at an upcoming board meeting. Al Jones and Staci Bertrand commended the staff on a well-designed brochure that is professional and current.

Website Re-Design

Laura Byrnes reviewed the updates on the website redesign. Al Jones asked when the anticipated date would be for the website to go live. Dale French responded that the target timeframe is in October.

Event Report

Cory Weaver highlighted items from the Event Report. She attributed much of the success of the job fairs to the ongoing partnerships with educational institutions. The next Paychecks for Patriots event has been scheduled for November 13. The Marion County Job Fair is scheduled for October 2.

Marketing and Outreach Report

Laura Byrnes reviewed the highlights of the newly revamped Marketing/Outreach report.

MATTERS FROM THE FLOOR

Laura Byrnes asked if the committee would see benefit of a quarterly board e-newsletter containing information about board activities and upcoming events. The committee members agreed that it would be beneficial to the board members.

Staci Bertrand and Kathy Judkins thanked CLM for being a sponsor for the Youth Energy Academy that was hosted in June and July for Marion County students by several energy industry partners. The Academy exposes students to stem careers.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:24 a.m.

APPROVED: _____