



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

MINUTES

DATE: August 15, 2018
PLACE: College Of Central Florida, Enterprise Center, Building 42, Ocala, FL
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Darlene Goddard
Kathy Judkins
Theresa Flick

MEMBERS ABSENT

Mike Melfi

OTHER ATTENDEES

Rusty Skinner, CSCLM
Kathleen Woodring, CSCLM
Brenda Chrisman, CSCLM

Cira Schnettler, CSCLM
Laura Byrnes, 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

Theresa Flick made a motion to approve the minutes from the May 31, 2018 meeting. Darlene Goddard seconded the motion. Motion carried.

ACTION ITEMS

None

DISCUSSION ITEMS

CDL Video Series Funding

- Rusty Skinner requested support from the committee members to move forward in gaining additional funding for creating the CDL video series. The program at MTC has been extremely successful and creating a video series will help continue the momentum. Darlene Goddard made a motion to

approve moving forward with creating the CDL video series and to find additional funding for the series. Theresa Flick seconded. Motion carried.

State of the Workforce Summit

- Kathleen Woodring engaged committee members to discuss a variety of aspects of the having a State of the Workforce Summit. Everyone agreed that efforts should be focused on a half day event in March/April with a concentrated theme and break-out sessions relevant to community partners and business. Kathy Judkins made a motion to approve development of the Summit. Darlene Goddard seconded. Motion carried.

PROJECT UPDATES

Citrus County BEDC Video Series

- Rusty Skinner will be presenting the BEDC video series to principals of Citrus County Schools next Tuesday. He will also be providing attendees with a flash drive containing the videos, as well as an informational packet. He hopes that engaging the principals will generate interest in the popular video series. Marion County has had success with the videos and Levy County is beginning the process of developing the videos.

Website

- Laura Byrnes explained that access to the new site was recently provided and efforts to transition content will begin in the upcoming weeks with a soft launch happening in about a month's time.

Marketing and Outreach Report

- Laura reviewed statistics from the report included in the packet.

YouthBuild

- Kathleen Woodring invited the committee to two upcoming events for YouthBuild. The last graduated class will have a House Blessing on Wednesday, August 22nd at 9 am. The new class will have a Wall Raising on Thursday, August 23rd, at 8:30 am.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:49 a.m.

APPROVED:
