



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

**MINUTES**

DATE: November 7, 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  
Mike Melfi  
Theresa Flick

**MEMBERS ABSENT**

None

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Kathleen Woodring, CSCLM  
Brenda Chrisman, CSCLM  
Dale French, CSCLM  
Dwain Henderson, 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**

Darlene Goddard made a motion to approve the minutes from the August 15, 2018 meeting. Mike Melfi seconded the motion. Motion carried.

**ACTION ITEMS**

**CEP Sponsorship Opportunities**

Theresa Flick made a motion to increase the annual CEP sponsorship level to \$5000. Mike Melfi seconded the motion. Motion carried.

## **DISCUSSION ITEMS**

### **State of the Workforce Conference**

Kathleen Woodring presented details regarding the State of the Workforce Conference. The committee was asked for assistance in developing an official title for the conference and input on sponsorship levels. The conference will be funded through sponsorships, a \$25 registration fee per participant, and if necessary unrestricted funds can be used to cover any additional costs. The list of potential speakers for the event was also discussed. Darlene Goddard made a motion allowing staff to make arrangements, secure contracts, and develop sponsorship packages in relation to the conference. Theresa Flick seconded the motion. Motion carried.

## **PROJECT UPDATES**

Laura Byrnes presented the infographic with the latest media statistics as well as key updates.

## **MATTERS FROM THE FLOOR**

None

## **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:56 a.m.

## **APPROVED:**

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