



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

**MINUTES**

DATE: February 20, 2019  
PLACE: College Of Central Florida, Enterprise Center, Building 42, Ocala, FL  
TIME: 9:05 a.m.

**MEMBERS PRESENT**

Darlene Goddard  
Kathy Judkins  
Theresa Flick

**MEMBERS ABSENT**

Albert Jones, Chair  
Mike Melfi

**OTHER ATTENDEES**

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

Cira Schnettler, CSCLM  
Laura Byrnes, CSCLM

**CALL TO ORDER**

The meeting was called to order by Kathy Judkins at 9:05 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 November 7, 2018 meeting. Theresa Flick seconded the motion. Motion carried.

**ACTION ITEMS**

None

**DISCUSSION ITEMS**

State of the Workforce Conference

Kathleen Woodring updated the committee members on the below:

Sponsorship levels – The two available presenting sponsorships levels have been accepted by Benefit Advisors and Ocala CEP. A sponsorship packet is being created. Other sponsorship levels include: Breakfast (\$500), Luncheon (\$750), and Table (\$300).

Award – During the lunch service, the “Bridging the Gap” award will be presented recognizing a business that has made an impact in our community.

Promotions – A draft “Save the Date” marketing piece was provided to the committee. Members recommended adding the time, what meals will be provided, adding the CLM and sponsor logos, and utilizing the back of the flier to add information about the speakers. Community partners and staff will be provided copies of the “Save the Date” to use for sharing and spreading the word about the event.

#### CLM Video – Usage Plan

Kathleen Woodring presented the usage plan for the video series that includes: Business, High School Academies, and the CLM Branded videos.

### **PROJECT UPDATES**

#### Marketing and Outreach Report

Laura Byrnes was happy to report that the new website went live on January 9<sup>th</sup> and any glitches on the initial release have all been resolved.

Laura Byrnes stated that the Levy County educational videos are completed and Citrus County videos are in development. The CLM branding video is undergoing a revision and will be released again in the upcoming weeks.

### **MATTERS FROM THE FLOOR**

Rusty Skinner advised the committee that CLM will be sponsoring a hospitality hour and speaking sessions for the Citrus County Chamber’s Legislative Days in Tallahassee.

Committee members asked if there was a way to easily find information about upcoming CLM events and activities. The members were advised to visit the CLM website’s Calendar of Events and to follow CLM on social media. It was also discussed that board members could be added the community partner contact lists that receives weekly event information.

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:42 a.m.

### **APPROVED:**

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