



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

MINUTES

DATE: August 26, 2020
PLACE: Teleconference Only
TIME: 9:00 a.m.

MEMBERS PRESENT

Albert Jones, Chair
Darlene Goddard
Kathy Judkins
Mike Melfi
Theresa Flick

MEMBERS ABSENT

OTHER ATTENDEES

Kathleen Woodring, CSCLM
Dale French, CSCLM
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM
Cory Weaver, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:01 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 May 13, 2020 meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner notified the committee that the waiver period for required job searching will end on September 5. When the work search waivers are lifted more people will be utilizing our resources for job searching. Recently, there has been an uptick in calls for job search assistance. We will be prepared to serve those customers as we have been through remote appointments and as needed in-person appointments.

Workforce Issues that are Important to Our Community

Al Jones commented that businesses are handling a variety of employment issues arising from the pandemic. Rusty Skinner noted that there has been an increase in

hiring in Marion and Levy counties. The Talent Center and our Business Services Teams are doing their best to meet the needs of the business community. Al Jones asked if there has been an increase in candidates taking the opportunity to change careers. Rusty Skinner stated at this point there was not yet a noticeable shift in career changing, but that we are prepared to assist those candidates through online training platforms, funding from the CARES Act and educational partners if needed.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

2021 State of the Workforce Conference

Kathleen Woodring stated that we will be looking at April 2021 for holding the next conference. We will be working with the venue for date availability and bring dates to the next committee meeting. None of the 2020 sponsors requested their funds back, they will also be the 2021 sponsors. If the pandemic continues into the Spring of next year we can evaluate hosting a possible virtual event. A number of other organizations have held online conference successfully.

Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report, noting the below items:

- There has been positive activity on the website.
- The Lecanto office new sign and window decals are in place.
- The “Help is Here” campaign is ongoing.
- Laura Byrnes met with the management team to discuss the 2020-2021 Marketing Co-Op Program. The team identified three focus areas: Business services, Young adult career awareness, and Apprenticeship program awareness.
- Recently, a virtual job fair was held through Zoom. We are looking at other platforms to hold future job fairs.
- Laura Byrnes unveiled the new Talent Center website and other newly branded items. The new look compliments the colors of the CareerSource CLM branding.

Al Jones thanked the marketing team for all their efforts.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:30 a.m.

APPROVED:
