



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

**MINUTES**

DATE: February 24, 2021  
PLACE: Teleconference Only and In-Person  
College of Central Florida Enterprise Center, Building 42  
3003 SW College Rd, Suite 206 Ocala, FL 34474  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Darlene Goddard  
Kathy Judkins

**MEMBERS ABSENT**

Mike Melfi  
Theresa Flick

**OTHER ATTENDEES**

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

Laura Byrnes, CSCLM  
Cira Schnettler, CSCLM  
Nithya Pramekumar, TPMA

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:03 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Kathy Judkins made a motion to approve the minutes from the November 18, 2020 meeting. Darlene Goddard seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Rusty Skinner explained to the committee that due to an audit conducted by the USDOL of the State workforce programs, an Education and Employment Committee was created to review the findings and issue recommendations. The recommendations could potentially affect local workforce boards. Recently, local boards had an opportunity to make presentations before the committee. Rusty Skinner has also met with local Representatives Joe Harding and Stan McClain to answer any questions. Rusty Skinner will keep the board members apprised as new information develops.

**Workforce Issues that are Important to Our Community**

Al Jones asked about trends in turnover and the impact a \$15 minimum wage would have on the different industries, specifically retail, and communities. The committee discussed the effects of raising the minimum wage.

#### Industry Videos

Cory Weaver introduced the industry videos to the committee and welcomed the committee to view them. The videos were debuted at the recent Marion County Youth Expo, which was well attended by 1,400 high and middle schoolers. The videos were viewed over 1,500 times in their first few days.

#### **PUBLIC COMMENT**

None

#### **ACTION ITEMS**

None

#### **PROJECT UPDATES**

##### 2021 State of the Workforce Conference

Dale French notified the committee that Blue Spark was selected as the virtual event planner for the Conference. We have also partnered with OHRMA to host the conference. The event is planned for April 22, 2021 from 8 am – noon. Registration is now open and event promotions have begun. Dale French and Rusty Skinner invited the committee members to share on social media and invite their colleagues to attend.

##### Metrix Online Learning Platforms

Cory Weaver shared details from the report, noting significant increases in all counties, due to the marketing campaign of the program. Rusty Skinner will be reaching out to the Ocala Housing Authority and to Citrus County schools to showcase the program and is optimistic about partnering with those agencies.

##### Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report and the Moore campaign report on the Skill-Up program (attached to the minutes). She previewed the Skill-up page on the CLM website and detailed the SkillUp digital marketing campaign that resulted in the spike in registrations and went over the analytics. She also presented the website for the State of the Workforce Conference and how to register for the event. Invitations are available in print and digital versions for the committee, board and OHRMA as well as provided to the CEP for their conference promotion

#### **MATTERS FROM THE FLOOR**

None

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:13 a.m.

**APPROVED:**

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