



College of Central Florida
Enterprise Center, Building 42
3003 SW College Rd, Suite 206
Ocala, FL 34474

**Business and Economic Development Committee
AGENDA**

Thursday, May 13, 2021 – 9:00 a.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/86721066830>

Phone No: 1-646-558-8656 (EST) Meeting ID: 867 2106 6830

Call to Order	P. Beasley
Roll Call	C. Schnettler
Approval of Minutes, February 11, 2021	P. Beasley

Pages 2 - 4

DISCUSSION ITEMS

State Update	R. Skinner
Workforce Issues that are Important to Our Community	R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports	
Citrus	D. Pieklik
Levy	
Marion	
MRMA	K. Sheilley
Event Report	K. Betz
Talent Center	C. Weaver
Youth Expos	A. Abrams
YouthBuild	C. Weaver
Experiential Learning	C. Weaver
Metrix Users Report	C. Weaver

Pages 5 – 6

Page 7

Page 8

Page 9

Page 10

Page 11

Page 12

MATTERS FROM THE FLOOR

ADJOURNMENT

2020 – 2021 MEETING SCHEDULE						
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing/ Outreach	Executive	Full Board	
All in-person committee meetings are held at the CF Ocala Campus, Enterprise Center, Room 206. All teleconference meetings will be held through Zoom.						
Tuesday, 9:00 am	Thursday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:00 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/11/2020	8/13/2020	8/20/2020	8/26/2020	9/2/2020	9/9/2020	Zoom
11/3/2020	11/5/2020	11/19/2020	11/18/2020	12/2/2020	12/9/2020	CF Ocala
2/9/2021	2/11/2021	2/18/2021	2/24/2021	3/3/2021	3/24/2021	CF Ocala
5/11/2021	5/13/2021	5/20/2021	5/26/2021	6/2/2021	6/9/2021	CF Ocala

OUR VISION STATEMENT

To be recognized as the number one workforce resource in the state of Florida by providing meaningful and professional customer service that is reflected in the quality of our job candidates and employer services.



**CAREERSOURCE CITRUS LEVY MARION
Business and Economic Development Committee**

MINUTES

DATE: February 11, 2021
PLACE: Teleconference Only
TIME: 9:00 a.m.

MEMBERS PRESENT

Jeff Chang
John Hemken
Kathleen Betz
Kevin Sheilley
Mark Paugh
Phillip Geist

MEMBERS ABSENT

David Pieklik
Kevin Cunningham
Mark Vianello
Pete Beasley, Chair
John Cook

OTHER ATTENDEES

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

Cira Schnettler, CSCLM

CALL TO ORDER

In Pete Beasley's absence, the meeting was called to order by Jeff Chang, at 9:07 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Kevin Sheilley made a motion to approve the minutes from the November 5, 2020 meeting. Mark Paugh 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. Rusty Skinner will keep the board members apprised as new information develops.

Rusty Skinner notified the committee that the State is now requiring the local boards to submit local policy for review to align with State policy.

Workforce Issues that are Important to Our Community

Kathleen was happy to share that MRMA will be partnering again with CareerSource CLM to develop another wage and benefit survey. The 2018 survey was well received among business and an update would be beneficial. The survey is expected to be released by the end of February.

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 and were viewed over 1,500 times in their first few days.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- Rusty Skinner notified the committee that Bruce Register retired and David Pieklik was hired as the new Citrus County economic development director.

Levy:

- The Nature Coast economic development director position is open and CLM is assisting in hiring for the position.

Marion

- Kevin Sheilley shared that Marion County employers are continuing to hire and expand. As we look forward into 2021, industrial construction will exceed the previous three million square feet that was expected. Marion County continues to see positive month over month growth and retention.

MRMA

Kathleen Betz highlighted the below items from her report:

- MRMA will be offering in-person and Zoom options for upcoming meetings
- MRMA continues to work with WTC on their automation and industrial technician programs

Event Report

Cory Weaver highlighted items from the Event Report, noting hiring events for the Dollar Tree Distribution Center, Amazon, and the World Equestrian Center. The annual Marion Youth Expo was held virtually this year and attendance was the highest it has ever been.

Talent Center

Cory Weaver reviewed the quarterly Talent Center report. She noted the annual dip in traffic in December due to CF being closed and the holidays. The majority of

appointments are virtual. Both professionals and the students appear to be engaging effectively through the virtual resource.

YouthBuild Reports

Cory Weaver highlighted that of the eleven participants enrolled in the first cohort of the program, eight completed the program and achieved their high school diploma. The next cohort has started with another eleven enrollees.

Experiential Learning Contracts

Cory Weaver summarized each section of the report and noted the various successes in each program and that there was one OJT that did not end successfully due to attendance issues.

Metrix Users Report

Cory Weaver shared details from the report, noting significant increases in all counties, due to the marketing campaign of the program.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:45 a.m.

APPROVED:



Executive Director Report

Period covering February 1, 2021 - April 30, 2021

Some of the more pertinent Mid-FL Regional Manufacturers Association (MRMA) activities since February 1st include:

- Continuing our work with Withlacoochee Technical College (WTC) on the development of their new Industrial Machinery and Controls Technician program
- Continue to work with Lake-Sumter State College as a Strategic Partner to work with them on their new Mechatronics program slated for this fall.
- MRMA continues to grow; recently adding members Chariot Eagle, Fluid Routing Solutions, Countryside Manufacturing Services, Packaging Alternatives, Blanchard, Merriam, Adel, Kirkland, & Green PA, Attorneys at Law, Sidock Group, Lake-Sumter State College, and CareerSource Central Florida.
- MRMA welcomed two new Board members: Jacquelyn Eastman, CPA, Collier, Jernigan, Eastman & Zublick, P.A. and Keith McMahon, Southeastern Freight Lines, Inc.
- The MRMA monthly newsletter proves to be a good vehicle for connecting partner resources with MRMA members and prospects.
- MRMA's Rob Adamiak Memorial Scholarship applications are due in by June 1st; the scholarship committee will make recommendations to the Board and the recipients will be shared with CF Foundation by July 1st for the upcoming College of Central Florida school year.
- 2021 Wage & Benefit Survey is underway; MRMA partnered with CareerSource CLM and OHRMA for the 2021 survey; the 2021 survey includes an additional element to answer the needs of area employers, it includes a 100 question Benefit Survey. The addition of this information will help to guide area employers as they look at their internal wage and benefit packages in this competitive market.
- MRMA sent out invitations to apply for program funding made possible through the annual MRMA Golf Tournament to area schools in all of the counties we serve; all applications were reviewed by the Board of Directors and approved based on qualifications set forth in the application. The following 2021 requests were approved:
 - Racing to Manufacturing Summer Camp – CF Corporate College, Marion County
 - Belleview High School RAD Program: Equipment Request
 - Electrical Program, Withlacoochee Technical College: HMI Training Equipment
 - IHMC Robotics Camp Summer 2021: 5 student scholarships
 - Tools for the Trades, Withlacoochee Technical College
 - Youth Career EXPO Marion County
 - Youth Career Expo Citrus County
 - Youth Career Expo Levy County
 - Industrial Machinery and Controls Technician program, Withlacoochee Technical College: start up equipment
 - Engineering Technology, College of Central Florida: equipment

MRMA continues to share this program information with our county partners as we search out qualifying programs.

- Continue referral process to partners CareerSource CLM, the Talent Center, College of Central Florida, the CEP, CareerSource Central Florida; MTI, Belleview RAD program and WTC to answer requests for assistance in filling open positions and internship requests.
- Attend monthly RMA network meetings through FloridaMakes including Advocacy monthly meetings and the FLATE Future of Work Caucus
- MRMA, Sumter County Economic Development, FloridaMakes, GrowFL, CareerSource Central Florida, Sumter County Schools – CTE, WTC, and Lake Technical College continue to meet monthly to strategize and develop ways to improve business services to Sumter county businesses. This is accomplished by maximizing our network partnerships, programs, and through introducing Best Practices to the group.
- MRMA continues to be an active Advisory Committee member for CF, MTI, CTE, MTC, WTC, LSSC in all related meetings to Manufacturing, Logistics and Supply Chain Management including topics such as Accounting Specialization, and Office Administration.

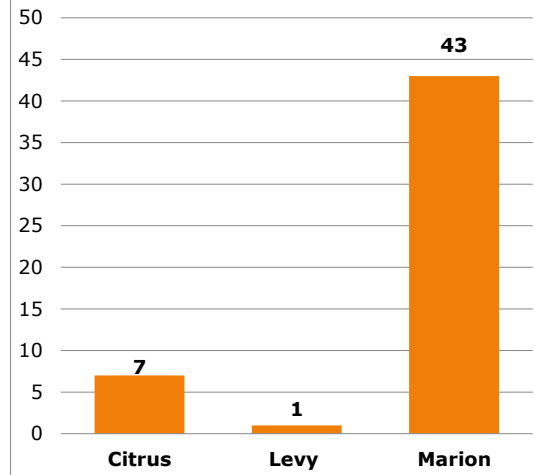
PY 20 - 21 Individual Events

Total Events: 51
Attendees: 1071
Reported Hires: 563

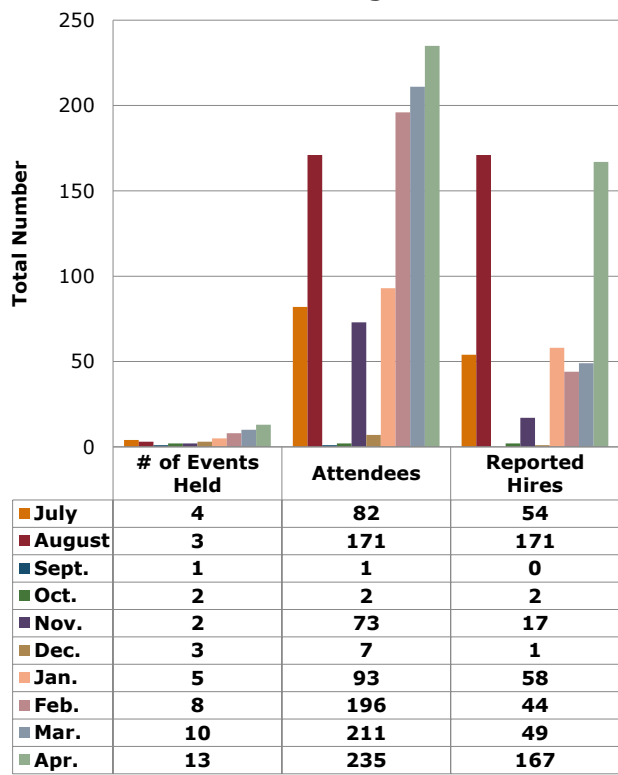
PY 20 - 21 Job Fairs & Expos

Attendees: 1825
Businesses: 120

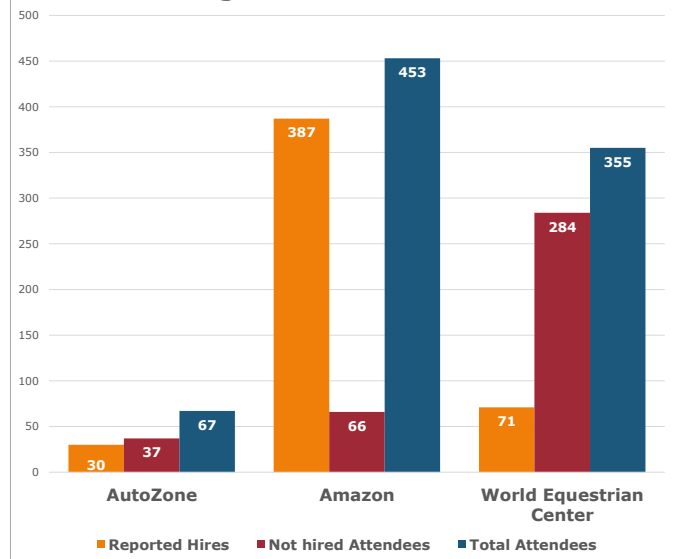
Hiring Events by County PY20-21



Individual Hiring Events



Top 3 Hiring Events
Program Year 2020-2021



Other Recruitment Events 01/2021 - 4/2021

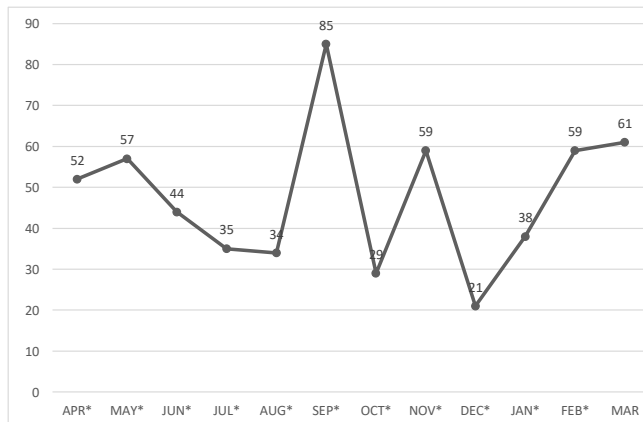
Event Date	Event Name	Event Location	County
1/13/2021	E-One	E-One Welcome Center	Marion
1/25/2021	HHS Environmental Services, LLC	14th Street	Marion
1/26/2021	Errand Rides LLC	14th Street	Marion
1/26/2021	TKC Holdings	Virtual	Marion
2/6/2021	Monterey Boats	Williston Airport	Levy
2/16/2021	Errand Rides	14th St.	Marion
2/17/2021	Marion County Schools - Transportation	14th St.	Marion
2/18/2021	Family Life Care	Lecanto office	Citrus
2/24/2021	JAE Restaurant Group (Wendys)	Chamber of Commerce	Citrus
3/4/2021	Ilton Garden Inn/ Holiday Inn & Suites	Holiday Inn & Suites	Marion
3/8/2021	Key Training Center	Lecanto Office	Citrus
3/10/2021	Concierge Care of Ocala	14th St	Marion
3/10/2021	Key Training Center	Key Training Center	Citrus
3/23/2021	WaWa	Crystal River Mall	Citrus
3/30/2021	JR Plastics	14th St	Marion
4/6/2021	eResources Govt. Services	14th Street	Marion
4/10/2021	McLane	McLane	Marion
4/13/2021	Chicken Salad Chick	Chicken Salad Chick	Marion
4/14/2021	Winco MFG	Winco MFG	Marion
4/21/2021	Florida Autism Center	14th Street	Marion
4/22/2021	Errand Rides	14th Street	Marion
4/27/2021	Colen Built Development (OTOW)	Circle Square Cultural	Marion
4/28/2021	Heart of Florida Health Center	Heart of Florida Health Center	Marion

TRAFFIC COUNT

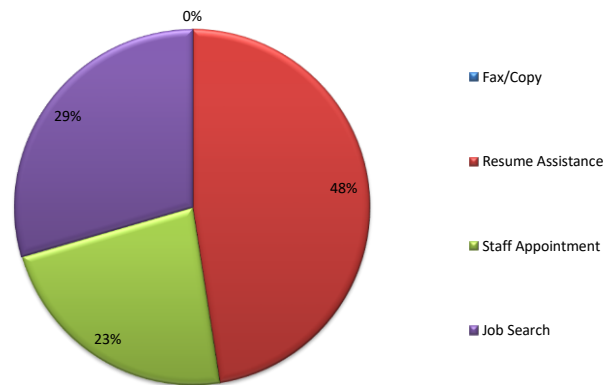
	2020 / 2021												
	APR*	MAY*	JUN*	JUL*	AUG*	SEP*	OCT*	NOV*	DEC*	JAN*	FEB*	MAR	YTD
REFERRALS	14	15	23	14	23	19	16	16	13	11	19	15	198
PLACEMENTS	7	4	6	1	9	10	5	4	2	6	2	10	66
INTERNSHIPS	0	1	1	0	0	1	1	0	0	0	0	1	5
OJT/WEX/CBT	0	0	0	0	0	1	0	0	0	0	0	0	1
TRAFFIC	52	57	44	35	34	85	29	59	21	38	59	61	574

SERVICES BREAKDOWN

CENTER TRAFFIC BY MONTH



* Center traffic counted by in office and virtual services provided





All three Youth Career Expos have been concluded. The feedback from the students, teachers, speakers, and contributors from all three counties has been nothing but positive! With the events being held virtually this year we have been able to have record numbers of attendees in all three counties.

All three events were available for viewing for 30 days after the date of each event.

Below is a summary for all three events:

Citrus Expo April 29th 10:00 am – 2:00 pm

- Total Registrations: 383
- Total Attendees: 291 (compare to around 112 at the live events)
 - Students: 263 (includes students, teachers, and parents)
- Total Businesses/Schools: 28
- Cumulative Industry Tour/Speaker Video views: 46
- Survey Respondents: 94
- Survey Score: 4.2 out of 5

Levy Expo April 15th 10:00 am – 2:00 pm

- Total Registrations: 520
- Total Attendees: 378 (compare to around 125 at the live events)
 - Students: 347 (includes students, teachers, and parents)
- Total Businesses/Schools: 31
- Cumulative Industry Tour/Speaker Video views: 548
- Survey Respondents: 159
- Survey Score: 4.4 out of 5

Marion Expo January 28th and 29th 10:00 am – 2:00 pm

- Total Registrations: 1,699
- Total Attendees: 1,413 (compare to around 700-800 at the live events)
 - Students: 1,215
 - Teachers: 54
 - Parents: 29
 - Other: 115 (staff, partners, CTE reps from other districts)
- Total Businesses/Schools: 61
- Cumulative Industry Tour/Speaker Video views: 1,215
- Survey Respondents: 476
- Survey Score: 4.2 out of 5

YouthBuild Performance Update

2020-2022

YB Cohort 1: (July 1, 2020 – December 31, 2020)

Enrolled: 11

Completed: 8

Receiving HS Diploma: 8

Receiving Additional Certs: Certifications Total= 74 NRF- 8, AHLEI Front Desk-7, AHLEI Restaurant Server-8, AHLEI Guestroom Attendant-8, AHLEI Maintenance Employee-8, Forklift-9, Safe Staff-9, OSHA-9, Warehouse- 8

Exited with Employment: 6

Exited with Education: N/A

Exited as Outcome: None

YB Cohort 2: 2/8/2021

Enrolled: 11

Completed: N/A

Receiving HS Diploma: 1

Receiving Additional Certs: Certifications Total= 74 NRF- N/A, AHLEI Front Desk-N/A, AHLEI Restaurant Server-N/A, AHLEI Guestroom Attendant-N/A, AHLEI Maintenance Employee-N/A, Forklift-11, Safe Staff-11, OSHA-11, Warehouse- 9

Exited with Employment:

Exited with Education:

YB Cohort 3: TBD

Enrolled:

Completed:

Receiving HS Diploma:

Receiving Additional Certs:

Exited with Employment:

Exited with Education:

YB Cohort 4: TBD

Enrolled:

Completed:

Receiving HS Diploma:

Receiving Additional Certs:

Exited with Employment:

Exited with Education:



CareerSource
CITRUS | LEVY | MARION

Experiential Learning Contracts

PY2020-2021

Customized Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Winco Mfg., LLC	Manufacturing	2	\$684.00	\$684.10	3/4/2020	3/4/2021	Unsuccessful Completion
Ancorp	Manufacturing	59	\$18,433.00	\$18,432.83	4/1/2020	10/1/2020	Completed - Retained
Bullitt	Other	1	\$2,410.00	\$2,410.00	6/1/2020	8/3/2020	Completed - Retained
OneRestore	Construction	3	\$1,237.50	\$1,237.50	4/24/2020	2/24/2021	Completed - Retained
Sibex, Inc	Manufacturing	1	\$1,158.00	\$1,158.00	10/12/2020	10/15/2020	Completed - Retained
Sibex, Inc	Manufacturing	1	\$759.50	\$759.50	10/19/2020	10/20/2020	Completed - Retained
Winco Mfg., LLC	Manufacturing	2	\$1,262.98	\$1,262.97	10/19/2020	10/22/2020	Completed - Retained
Winco Mfg., LLC	Manufacturing	1	\$1,447.99	\$1,447.99	1/11/2021	1/13/2021	Completed - Retained

On the Job Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Vanguard Manufacturing	Manufacturing	1	\$2,002.00	\$3,751.13	6/16/2020	10/7/2020	Unsuccessful Completion
Vanguard Manufacturing	Manufacturing	1	\$3,718.00	\$3,717.00	6/29/2020	10/18/2020	Completed - Retained
Caliber Engineering and Design LLC	Professional	1	\$6,250.40	\$6,250.40	9/21/2020	1/10/2021	Completed - Retained

Paid Work Experience

Business	Industry	Total Trained	Wage	Begin	Status
Right Rudder Aviation	Professional	1	\$9.90	3/9/2020	Completed - Hired
Early Learning Coalition of Marion	Social Services	1	\$15.00	6/24/2020	Completed - Hired
Interfaith Emergency Services	Social Services	1	\$15.00	7/6/2020	Completed - Hired
Interfaith Emergency Services	Social Services	1	\$15.00	7/22/2020	Completed - Not Hired
Marion County Veterans Helping Veterans	Other	1	\$15.00	7/6/2020	Completed - Not Hired
Quad Nurse	Healthcare	1	\$9.00	8/3/2020	Completed - Hired
Marion County Veterans Helping Veterans	Other	1	\$15.00	8/10/2020	Completed - Hired
Interfaith Emergency Services	Social Services	1	\$15.00	8/17/2020	Completed - Not Hired
Interfaith Emergency Services	Social Services	1	\$15.00	8/21/2020	Completed - Hired
NuCore Products	Manufacturing	1	\$10.80	11/9/2020	Completed - Not Hired
Marion County Board of Cnty Commission	Other	1	\$15.00	12/16/2020	In Process

Internships

Business	Industry	Total Trained	Wage	Begin	Status
Winco Mfg., LLC	Manufacturing	1	\$12.15	5/4/2020	Completed - Hired
Hospice of Marion County	IT	1	\$14.40	6/8/2020	Completed - Not Hired
Hospice of Marion County	IT	1	\$14.40	9/8/2020	Completed - Not Hired
Phoenix Wood Products	Manufacturing	1	\$14.85	10/15/2020	Completed - Hired
Himanshu S Kairab	Healthcare	1	\$12.60	1/18/2021	In Process
IFS Telecommunications Corp	Professional	1	\$10.80	1/20/2021	In Process

Apprenticeship

Business	Industry	Occupation	Total Trained	Begin	Status
Marion Technical College	Manufacturing	Masonry	9	9/1/2019	6 Unsuccessful / 3 In Process
Lockheed Martin	Manufacturing	Electronic Assembler	2	Spring 2020	2 Hired
Marion Technical College	Construction	Carpentry	n/a	TBD	Delayed due to Covid
College of Cental Florida / AHLEI	Other	Hospitality	n/a	TBD	Delayed due to Covid



SKILL UP USERS

LOCATION	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	Total
Citrus	15	4	1	6	2	24	3	9	12	76
Citrus - CF	3	3	2	3	2	8	5	2	0	28
Levy	4	1	1	2	2	6	2	2	1	21
Levy - CF	4		1	1	0	5	1	0	1	13
Marion	39	11	9	7	7	36	13	3	7	132
Marion - CF	9	3	2	11	5	44	14	3	5	96
TOTAL	74	22	16	30	18	123	38	19	26	366

Popular Pathways

1. Business (Administrative/Management)
2. Healthcare
3. Information Technology
4. Entry Level
5. Government/Public Sector

Popular Courses

1. Microsoft Excel
2. Microsoft Word
3. Microsoft Outlook
4. Business Analysis
5. Office 365
6. HIPAA
7. Being an Effective Team Member
8. Being a Better Listener
9. Business Etiquette
10. First Aid