



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

MINUTES

DATE: May 26, 2021
PLACE: 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
Theresa Flick

MEMBERS ABSENT

Mike Melfi

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM

Laura Byrnes, CSCLM
Cira Schnettler, 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

Kathy Judkins made a motion to approve the minutes from the February 24, 2021 meeting. Darlene Goddard seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update and Workforce Issues that are Important to the Community

Rusty Skinner notified the members that the work registration requirements will be lifted at the end of May and the Florida Department of Economic Opportunity announced it will end its participation in the \$300-per-week Federal Pandemic Unemployment Compensation program effective June 26. We expect to see an increase in traffic in our centers. We will be using a variety of promotions to communicate our services for job seekers and employers. We can assist employers by having applicants funnel through our system, decreasing the pressure off HR departments within our business community.

Rusty Skinner updated the committee regarding center operations. The Marion Center has been reduced to a two-week staff rotation from a three-week rotation. CLM administrative staff will be coming back to the office full-time beginning June 1. Potentially for all the centers, all telework and in-office rotations will end in July. There will be a conservative approach to staff returning to the centers as to keep staff and job seekers safe and healthy.

Rusty Skinner notified the committee that there was a decrease in state funding this year that will have an impact on the Communications budget. We will take an inventory of our internal marketing assets and develop a plan going forward.

Rusty Skinner explained to the committee that the Citrus County BOCC approved \$100,000 in funding for Citrus County businesses to hire Citrus County residents through the CARES Act. Of the \$100,000, \$30,000 is earmarked for child-care services that are pass-through funds from CLM and will be provided to the YMCA to provide childcare services

Darlene Goddard asked if employers were providing any feedback regarding the next State minimum wage hike. Dale French responded that many employers were already putting in place increased wages to bring in talent and will not be greatly impacted by the wage increase. Theresa Flick noted that for human and social services agency that receive State funding, the minimum wage adjustments are creating an extreme challenge for budgeting.

2021 State of the Workforce Conference

Dale French was happy to report that the first virtual State of the Workforce Conference was a success, with about 100 people attending. There is potential to do a hybrid conference in the future. The recording will be available for viewing. Darlene Goddard asked if the recording could be broken into sections by speaker and Laura Byrnes indicated that would be possible. Al Jones complimented everyone on their hard work on the event.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Youth Expos

Dale French reviewed the outcomes of all three youth expos. They were very successful. Survey results were consistent for all three expos and positive feedback was received. Through the virtual platform more students were reached. Potentially, next year's expos will be a hybrid of in-person and virtual.

Marketing and Outreach Report

Laura Byrnes reviewed the Marketing report, noting, spikes in website views, the new RRR website, and the positive feedback received for the videos created by Danielle Veenstra for the youth expos. She also noted that due to budget cuts electronic media will be prioritized and she will reach out to her communications media partners to discuss future planning.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:58 a.m.

APPROVED:
