



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

**MINUTES**

DATE: August 25, 2021  
PLACE: Zoom Only  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Carl Flanagan  
John Murphy  
Kathy Judkins  
Theresa Flick

**MEMBERS ABSENT**

Darlene Goddard

**OTHER ATTENDEES**

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

Danielle Veenstra, CSCLM  
Cira Schnettler, CSCLM

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:02a.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 May 26, 2021 meeting. Carl Flanagan seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

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

Rusty Skinner updated the committee on the following items:

- DEO has requested input from the State Association regarding aspects of Bill 1507 that may have legal conflicts if implemented. Input is being gathered and a list is being generated for potential problematic areas in the Bill. One specific item is the holdback on a 10% ITA payment.
- On a positive note, the performance requirements for agencies eligible for the training provider list is less than our current requirements. We should not have

any issues with additions to the training provider list.

### 2022 State of the Workforce Conference

Dale French explained to the committee that we will be partnering with OHRMA on the 2022 Conference. We joined forces on the 2021 Conference and learned that they also hold a similar conference in January. Instead of having competing events a few months apart we will mix our content with their content and have really effective event for attendees. The event is planned in-person. The 2021 virtual conference did not have the attendance numbers that the 2019 in-person had, so we are hopeful that attendance will be increased for 2022. Committee members were positive about the joint effort.

### **PUBLIC COMMENT**

None

### **ACTION ITEMS**

#### 2021-2022 Marketing and Outreach Plan

Danielle Veenstra reviewed the plan and highlighted a variety of strategies that will be put in place as adjustments are made due to funding decreases. Committee members commended Laura Byrnes and Danielle Veenstra on their hard work creating the plan. Kathy Judkins made a motion to approve the 2021-2022 Marketing and Outreach plan. Carl Flanagan seconded the motion. Motion carried.

### **PROJECT UPDATES**

#### Marketing and Outreach Report

Dale French notified the committee that the report is being evaluated and will be revised. He welcomed any comments or feedback that members would like to see included in the reports.

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:49 a.m.

**APPROVED:**

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