



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

MINUTES

DATE: May 12, 2022
PLACE: College of Central Florida, Enterprise Center
3003 SW College Road, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Angie White
Bryce Morrison (Kevin Sheilley)
Jeff Chang
Kathleen Betz
Kevin Cunningham
Mark Paugh
Mike Kelly
Phillip Geist
Scott Osteen (Joyce Wilson)

MEMBERS ABSENT

John Hemken
Lewrissa Johns
Pete Beasley, Chair

OTHER ATTENDEES

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

Cira Schnettler, CSCLM
Patrick Gillen, TPMA

CALL TO ORDER

The meeting was called to order by Kevin Cunningham, at 9:00 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Mark Paugh made a motion to approve the minutes from the February 10, 2022 meeting. Jeff Chang seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- House Bill 1507 called for a review and realignment of the workforce system. The State has hired a consultant to review the feasibility of the alignment. The regional directors and the consultants recently met to discuss. The directors of large and small regions appealed to the consultants that the local system is designed well and meets the needs of Florida's population.

Rusty Skinner provides continuous updates to the local elected officials as discussions move forward.

The consultant will provide an initial report at the June 8th CareerSource Florida board meeting for review and discussion. The consultants final report will be released by June 30th.

- Rusty Skinner stated that Casey Penn with DEO Workforce Services has resigned. Casey was a champion for the local system with a keen understanding of local program operations.
- Rusty Skinner explained that there has been a recent change to the Consortium. Levy and Citrus Commissioners have remained the same. The Marion BOCC Chairman, Carl Zalak has appointed himself to the Consortium. The Consortium plans to meet in June and a new Consortium chair will need to be selected.

Workforce Issues that are Important to Our Community

Jeff Chang presented a couple of questions to the committee based on challenges he is finding in the industry. He asked if a skills assessment has been done engaging businesses on what their future needs will be. He also asked what can be done now in the school system to prepare future workforce. Rusty Skinner responded that the management team has been working on the goals for the next program year. One of the goals is to shift the focus from young adults out of school to youth in school. We will be working with the school district to promote business interests into the schools. We will continue to host youth expos that will expose youth to a variety of career paths. We will work with community partners such as MRMA. Mike Kelley shared that the high schools are focusing and adjusting their programs accordingly. The Marion school district is working with MTC to offer dual enrollment opportunities to high schoolers. Discussion continued amongst the members to include challenges in affordable housing, apprenticeships, liability, and business engagement.

Draft Strategic Plan

Rusty Skinner explained that after the March board meeting all comments were added to the plan. The plan has been emailed to all board members and will be presented at each committee meeting, then brought before the full board in June for final approval. The plan will be implemented in July 2022. Members can email comments to Rusty Skinner.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- Kevin Cunningham shared that the new parkway has been open for about two months and has about fourteen thousand travelers a day. This increase in activity to Citrus County is causing interest for retail developers. There are plans for a Target and an Aldi's, plus other prospective retailers are looking at commercial properties. There is also community debate regarding the Florida Turnpike extension and the effects it may have on the area.

Levy:

- Scott Osteen stated that a group of county commissioners and economic development partners will be traveling to a rural town in Alabama that has been successful in creating economic development, while also maintaining a small-town feel. The group hopes to bring back concepts that can be applied to Levy County to improve economic development.

Marion

- Bryce Morrison shared the below:
 - Projects activity is going strong.
 - There is a new opportunity in the planning stages for 3 million square feet.
 - The CEP has expanded staff and hired a growth officer for business creation and attraction efforts.

MRMA

Kathleen Betz stated that MRMA will be updating their branding and website. The complete rebrand is expected to be finished by the end of this month. The Golf tournament has been moved to October. All proceeds are always directed back into programming. MRMA continues to strengthen relationships by being the link between businesses and the school system in our region.

Good Jobs Grant

Rusty Skinner explained that the grant has been submitted and if awarded implementation should begin by July. Notification should happen by the end of this month. If the grant is not awarded the plan is to move ahead with a smaller scale pilot program and meet with community partners.

Talent Center

Andrea Abrams reviewed the quarterly Talent Center report. She explained that the Talent Center team has access to Zip Recruiter through the new applicant tracking system. The team received five resumes for a CEO position in Citrus County from Zip Recruiter, as well as several IT candidates. Andrea Abrams is actively recruiting to fill an open position within Talent Center.

Event Report

Cory Weaver highlighted items from the Event Report and provided updates on the recent youth job fairs. Our top events continue to be Amazon, AutoZone, and E-one.

Experiential Learning Contracts

Cory Weaver summarized each section of the report and noted successful hires.

Metrix Users

Cory Weaver shared details from the report, noting the most popular pathways and courses. She noted the popular pathways includes Human Services and Government/Public Sector. These results aligned with recent survey responses that were received from students at the youth expos. She also noted an increase in math classes in the popular courses section of the report.

YouthBuild

Cory Weaver was happy to report that the fourth cohort is underway and that we have been approved for another YouthBuild grant.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:57 a.m.

APPROVED:
