



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

**MINUTES**

DATE: August 17, 2022  
PLACE: College of Central Florida, Enterprise Center  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Carl Flanagan, Chair  
Darlene Goddard  
Kathy Judkins  
John Murphy

**MEMBERS ABSENT**

Kim Baxley  
Theresa Flick

**OTHER ATTENDEES**

Rusty Skinner, CSCLM  
Cory Weaver, CSCLM  
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM  
Patrick Gillen, TPMA  
Kim Grey, Eckerd

**CALL TO ORDER**

The meeting was called to order by Carl Flanagan, Chair at 9:01 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

John Murphy made a motion to approve the minutes from the May 25, 2022 meeting. Darlene Goddard 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 consultant that is handling the review of the workforce system provided the initial report at the June CareerSource Florida meeting. The report presented input from workforce directors, businesses, and other community partners. We are awaiting next steps for Phase two from the consultant. Potentially, more information will be available after the December CareerSource Florida meeting and recommendations by the February 2023 meeting.

All CLM Consortium members have received status updates as information becomes available

- Other areas of the Bill that we are awaiting updates and information are:
  - Credentials of Value
  - Letter Grades
  - 10% Tuition Hold Back

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

Carl Flanagan engaged committee members, and staff in discussion on housing and transportation challenges within the region, which are affecting employment opportunities. He noted he recently heard of a business providing affordable housing to their employees as a resolution to the issue. Cory Weaver explained that CLM representatives also work with community housing and transportation committees to provide workforce flow data. Discussions also included strengthening partnerships with community agencies and businesses to further awareness. Carl Flanagan asked staff to bring data and correspondence to the next committee meeting for further dialogue.

#### Podcast Topic Discussion for Season 2

Rusty Skinner welcomed suggestions for topics for the second season of the podcast. Darlene Goddard stated that she will be attending an HR Conference in a few weeks and will ask what the hot button topics are affecting businesses. She will also encourage other HR professionals to connect with their local workforce agency. Laura Byrnes said there are a few topics coming out of the CEP survey that can be potential podcasts. Past podcasts can be found on the CLM website. Carl Flanagan added that the committee members can email their thoughts to Laura Byrnes.

#### **PUBLIC COMMENT**

None

#### **ACTION ITEMS**

None

#### **PROJECT UPDATES**

##### Marketing and Outreach Report

Laura Byrnes presented a variety of projects that the communications team has been working on, including creating TikTok style videos and an update to the Talent Center website. She thanked SECO Energy for their donation of the drone. Training with the drone will begin in the Fall. She showcased earned media opportunities. She also provided the business showcase videos viewing statistics and was happy to report a high level of viewed shares of the videos.

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

None

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 10:25 a.m.

#### **APPROVED:**

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