



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

**MINUTES**

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

**MEMBERS PRESENT**

Heather Shuberg (Kevin Sheilley)  
Jeff Chang  
Joyce Wilson  
Kathleen Betz  
Mark Paugh  
Pete Beasley, Chair  
Phillip Geist

**MEMBERS ABSENT**

Angie White  
Ben Whitehouse  
Gary Smallridge  
John Hemken  
Lewrissa Johns  
Kevin Cunningham

**OTHER ATTENDEES**

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

Cira Schnettler, CSCLM

**CALL TO ORDER**

The meeting was called to order by Pete Beasley, Chair, 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 August 10, 2022 meeting. Joyce Wilson seconded the motion. Motion carried.

**DISCUSSION ITEMS**

State Update

Rusty Skinner updated the committee on the following items:

- Gray and Robinson (CLM's lobbyist firm) arranged a meeting with Katie Crofoot (Reach Act office) and Rusty Skinner, Dale French and Cory Weaver for

introductions. The Gray and Robinson team shared a document with Ms. Crofoot that highlighted CLM's achievements and partnerships. On November 3, the State's realignment consultant, Ernst and Young, held an in-person meeting. During that meeting, Katie Flury, with Gray and Robinson, discussed this document with Clint Fuhrman from Ernst and Young and it was sent to him for his review.

- There have been discussions with DEO Adrienne Johnston and past presidents of FWDA regarding monitoring. The State believes that there needs to be stricter reviews of the regions. The regions believe that monitoring reports need to be finalized in a timely manner so that identified issues do not carry over into the next program year. The committee will be updated when additional information is available.

### Letter Grades

Cory Weaver was happy to report that the CLM region received an A- letter grade in the new grading system that was released by the State in October. There are a few areas for improvement, but overall, the region did very well. Cory Weaver reviewed the measures and their weight against the final score. There was discussion on the opportunities for the areas that could be improved. We are in the process of identifying areas where customers would receive quality supportive services, that would also improve scores on the grading system.

### Workforce Issues that are Important to Our Community

Kathleen Betz provided an update on the meeting that was held in Gainesville with board member John Hemken. She stated that Levy County Schools, CTE and MRMA will be partnering on a Welding Camp that will be held on November 17. The concept developed out of that meeting and there has been quite a bit of interest from businesses. Cory Weaver stated that there will be CLM staff at the camp also.

### **PUBLIC COMMENT**

None

### **ACTION ITEMS**

#### Targeted Sectors – Remove Hospitality

Cory Weaver requested that hospitality be removed from the list. Since the pandemic, hospitality has been struggling to gain the popularity it had before the pandemic. Wages are no longer in line with the requirements of the targeted occupations list. Mark Paugh approved the removal of hospitality. Jeff Chang seconded the motion. Motion carried.

#### Targeted Sectors – Add Education

Cory Weaver explained that there is an increase in demand for educators in a variety of fields. Educational institutions are seeking new talent and are looking to increase the skills of their current staff. Phil Geist asked the extent of the scope of educators. Cory Weaver explained that the assistance is driven by the NAICS code of the institution. Phil Geist made a motion to approve the education sector. Mark Paugh seconded the motion. Motion carried.

## **PROJECT UPDATES**

### **Economic Development Partner Reports**

Citrus:

- An update was not available.

Levy:

- Joyce Wilson was happy to announce that Levy County was the recipient of two grants. One grant for \$15,000 and the other for \$50,000. Both grants are to support small business and to promote economic development. Scott Osteen will be hosting lunch and learn sessions for small businesses.

Marion

- Heather Shubirg shared the below:
  - Manufacturing is going strong and existing businesses are looking to expand.
  - The CEP has assumed operations of economic development in Lake County and hired a three-member team for that area.
  - Heather requested a training lunch and learn for the CEP staff to learn more about the bonding program. Cory Weaver stated that she will follow-up to get a meeting scheduled.

### **MRMA**

#### **Kathleen Betz share the below:**

- The golf tournament was a success.
- She also announced that Dale Toney of Belleview High School receive the 2022 Manufacturing Award.
- MRMA continues to strengthen their partnership with CF to build apprenticeship programs in the region.
- Kathleen Betz is also volunteering as the Business Advisory Chair for Marion County Schools.
- Heather Shubirg asked about promotions for the upcoming Apprenticeship Week. Cory Weaver stated that apprenticeship programs will be highlighted as well as the pre-apprenticeship program through Youth Build. Heather Shubirg stated the CEP would be happy to assist with spreading the promotions.

### **Talent Center**

Cory Weaver reviewed the quarterly Talent Center report. There has been an increase in student traffic. Talent Center staff are working with realtors and mortgage company representatives to share referrals for individuals moving to a large home development coming to the Ocala area. She noted that the Talent Center consistently receives high scores on the Net Promoter surveys. The team is doing an excellent job.

### **Event Report**

Cory Weaver highlighted items from the Event Report. She noted that 12 hiring events have already been conducted so far this program year and the hiring rate is at 50%. There are a few events scheduled in Levy and Citrus Counties in the coming months.

### Experiential Learning Contracts

Cory Weaver summarized each section of the report. Activity has picked up in October and November and that will be reflected in the report at the next meeting.

### Metrix Users

Cory Weaver shared details from the report, noting the most popular pathways and courses. There has been a transition from more math related courses into foundational and soft skills courses.

### YouthBuild

Cory Weaver reviewed the report and noted that Youth Build graduates received a combination of numerous certifications giving them a competitive edge when exiting the program. Invitations will be sent out for the wall raising for the upcoming cohort.

### Contract Reports

Cathy Galica reviewed the performance report for Citrus and Marion counties and the youth report. Overall, the partners did well on the report.

- County Reports:
  - Marion County continues to meet their goals.
  - Citrus County did not meet one of their goals but has time before the end of the year to make it up.
- Youth Report: The Eckerd reporting has not been released by the State. Once that data is available it will be presented to this committee. The Eckerd team consistently does well and we expect to see a positive report from the State.

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:40 a.m.

### **APPROVED:**

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