



College of Central Florida
Enterprise Center, Building 42
3003 SW College Rd, Suite 206
Ocala, FL 34474

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA
Wednesday, February 8, 2023 – 9:00 a.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/88380390391>

Phone No: 1-646-558-8656 (EST) Meeting ID: 883 8039 0391

Call to Order		P. Beasley
Roll Call		C. Schnettler
Approval of Minutes, November 9, 2022	Pages 2 - 5	P. Beasley

DISCUSSION ITEMS

State Update		R. Skinner
Workforce Issues that are Important to Our Community		R. Skinner

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports		
Citrus		
Levy		J. Wilson / S. Osteen
Marion		K. Sheilley
MRMA	Pages 6 - 7	K. Betz
Talent Center	Page 8	A. Abrams
Event Report	Page 9	C. Weaver
Experiential Learning	Page 10	C. Weaver
Metrix Users Report	Page 11	C. Weaver
YouthBuild	Page 12	C. Weaver
Contracts Reporting	Page 13	C. Weaver

MATTERS FROM THE FLOOR

ADJOURNMENT

2022 – 2023 MEETING SCHEDULE						
Performance/ Monitoring	Business and Economic Development	Career Center	Marketing/ Outreach	Executive	Full Board	
Tuesday, 9:00 am	Wednesday, 9:00 am	Thursday, 9:30 am	Wednesday, 9:00 am	Wednesday, 9:30 am	Wednesday, 11:30 am	
8/9/2022	8/10/2022	8/18/2022	8/17/2022	8/31/2022	9/7/2022	CF Levy
11/8/2022	11/9/2022	11/17/2022	11/16/2022	11/30/2022	12/7/2022	CF Ocala
2/7/2023	2/8/2023	2/16/2023	2/22/2023	3/1/2023	3/8/2023	CF Lecanto
5/9/2023	5/10/2023	5/18/2023	5/24/2023	5/31/2023	6/7/2023	CF Ocala

OUR VISION STATEMENT

To be known as the number one workforce resource in the state of Florida by providing constructive tools and professional supportive services that are reflected in the quality of our job candidates and meet the needs of the business community.



**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 release 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:



Executive Director Report

Period covering November 1, 2022 – January 31, 2023

Some of the more pertinent Mid-FL Regional Manufacturers Association (MRMA) activities since October 31st in addition to servicing member needs include:

- The MRMA Golf Tournament held in October has already started to make a difference through distribution of proceeds by supporting an expanding Welding Program in Sumter county and additional funding requests for Marion, Citrus and Levy counties will come before the Board in February to support various programs related to manufacturing, engineering, distribution, logistics and supply chain.
- MRMA has made significant progress with the College of Central Florida and CSCLM in the development of the new apprenticeship program under the direction of Dr. Rob Wolf and Professor Sam Ajlani for Citrus, Levy, Marion, and Sumter employers. In January, MRMA hosted a meeting for employers to learn next steps in moving forward as a partner in the new apprenticeship program. More information will be coming soon.
- The Marion County Business Advisory Council (BAC) met in November and held a follow-up meeting in January. The next meeting is planned for late February and at that time we will lock down the engagement plan for area businesses to participate with students before school lets out for the summer. [MRMA is the Business Advisory Chair (BAC) for the advisory council for the Marion County School Systems focusing on Manufacturing/Engineering and Logistics/Supply Chain for 2022/2023.]
- MRMA kicked off the new “Quality Forum” for industry managers responsible for quality within their businesses and manufacturing process. The Forum launched in January and ongoing meetings start on February 16th under the direction of Joe Corley, MRMA Board President.
- The C-Suite Forum will host the Florida Chamber of Commerce in February. Dr. Ben Tabatabaei, Chief Economist and Executive Director of the International Center for Economic Development will address topics important to area manufacturing, logistic, distribution and supply chain companies.
- MFG Day (Year) activities: MRMA continues to pursue opportunities to bring industry and students together to celebrate MFG Day (Year in Florida). The November Levy County Welding Expo was such a success a second Expo is being planned for this Spring in Levy county and a spinoff from the November event is an upcoming Welding Expo at MTC in February. MRMA continues to seek other options in all of the counties we serve.

Ongoing:

- MRMA continues to do industry tours and informative sessions brought forward by its members.
- MRMA continues to be an active Advisory Committee member for related meetings to Manufacturing, Distribution, Logistics and Supply Chain Management for programs at CF, MTI (BAC), CTE, MTC, WTC,

LSSC, Advisory Council for Sumter County Adult Education, Advisory Board for MTC CDL program and in Levy County for CTE programs.

- Meetings continue in Sumter County with partners Sumter County ED, Florida Makes, GrowFL, CareerSource Central Florida, Lake-Sumter State College, Sumter County Schools CTE, WTC, and Lake Technical College. The meetings are used to share resources, give updates on programs and growth in the county as well as to strategize and develop ways to improve business services. The meetings now in a quarterly format, have proven to be a valuable resource in building key partnerships and penetration into the county.

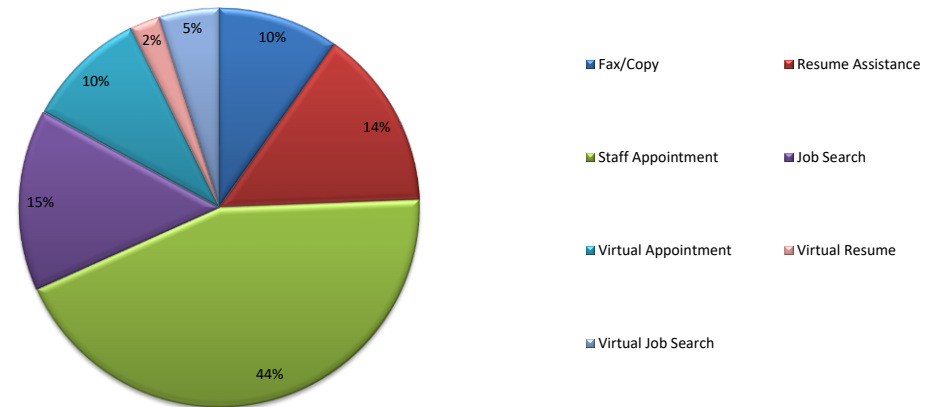
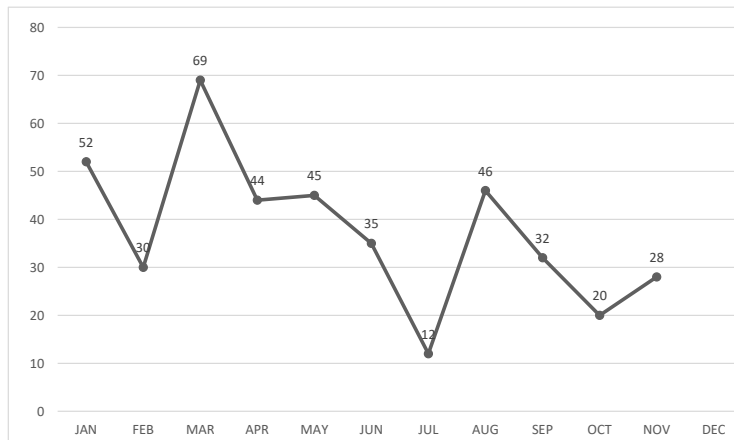


TRAFFIC COUNT

							PY 22						YTD
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
REFERRALS	9	11	6	5	5	3	2	2	3	2	3	1	52
PLACEMENTS	4	8	7	2	7	3	2	4	2	1	2	2	44
INTERSHIPS	0	0	0	0	0	0	0	0	0	0	0	0	0
OJT/WEX/CBT	0	0	0	0	0	0	0	0	0	0	0	0	0
TRAFFIC*	52	30	69	44	45	35	12	46	32	20	28		413

SERVICES BREAKDOWN

CENTER TRAFFIC BY MONTH



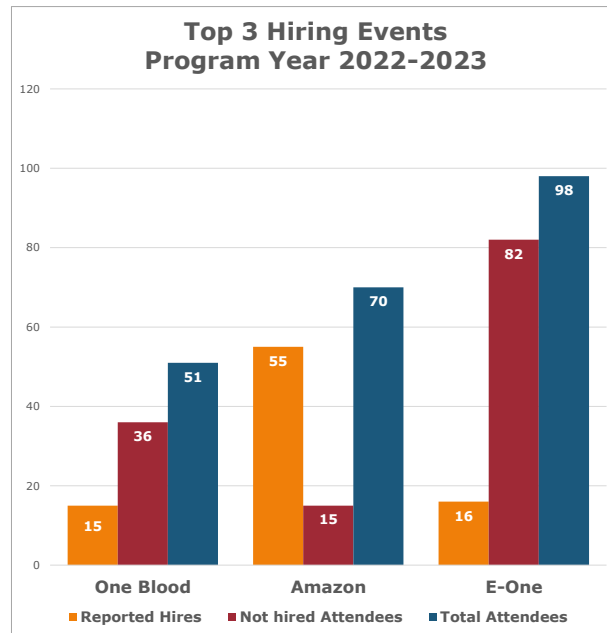
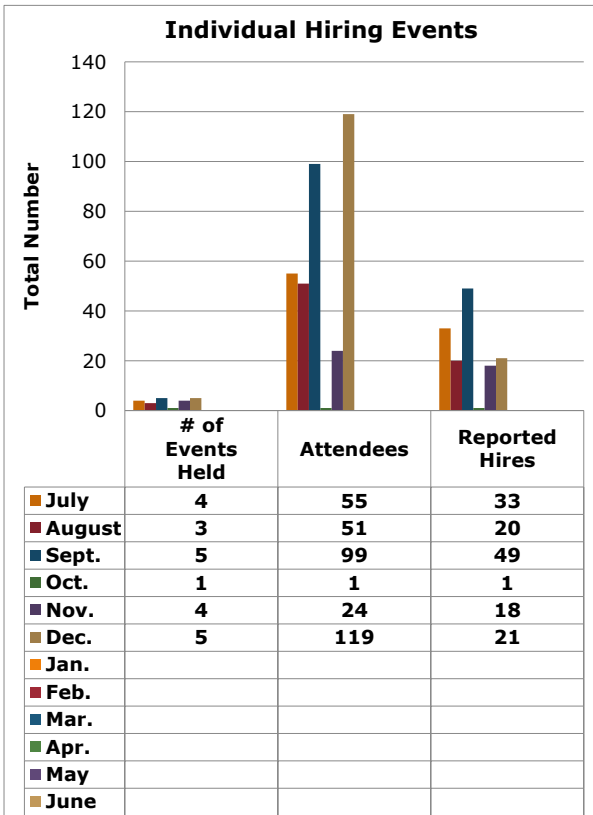
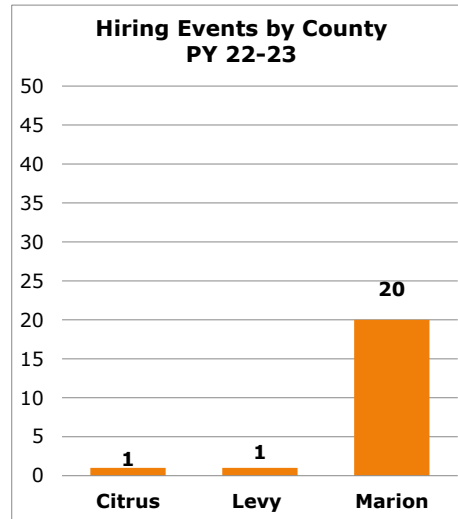
* Center traffic counted by in office and virtual services provided, and traffic count will be updated once data is available.

PY 22 - 23 Individual Events

Total Events: 22
Attendees: 349
Reported Hires: 142

PY 22 - 23 Job Fairs

Attendees: 225
Businesses: 66



Other Recruitment Events 10/2022 - 12/2022

Event Date	Event Name	Event Location	County
10/13	Coca Cola Florida	14th Street	Marion
11/17	Oasis Landscape Services	14th Street	Marion
11/29	Quick Care Med	Lecanto	Citrus
11/30	Quick Care Med	Chiefland	Levy
12/1	Quick Care Med	14th Street	Marion
12/13	Nash Plumbing and Mechanical	14th Street	Marion
12/14	Brookdale Chambrel Pinecastle	Company Location	Marion
12/21	Coca Cola Florida	14th Street	Marion



Experiential Learning Contracts

PY2022-2023

Customized Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Bryant's Pump Service	Construction	2	\$1,830.00	\$1830.00	10/26/2022	10/27/2022	Completed
Quad Nurse LLC	Healthcare	1	\$866.50	\$866.50	10/31/2022	6/1/2023	In Progress

On the Job Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Outlaw Snax	Manufacturing	1	\$1,322.50	\$3,997.50	10/12/2022	1/11/2023	In Progress
Alien Engineered Products LLC	Manufacturing	1	\$4,000.00	\$4,125.00	12/6/2022	3/13/2023	In Progress

Paid Work Experience

Business	Industry	Total Trained	Wage	Begin	Status
Quad Nurse LLC	Healthcare	1	\$12.15	9/26/2022	Unsuccessful Completion
Zero Hour Life Center LLC	Healthcare	1	\$13.50	10/5/2022	Completed - Retained
CF Professional Multiservices Inc	Legal Services	1	\$11.25	10/31/2022	In Progress
Quad Nurse LLC	Healthcare	1	\$13.50	1/9/2023	In Progress

Internships

Business	Industry	Total Trained	Wage	Begin	Status
Magnolia Homestead Realty LLC	Other-Real Estate	1	\$16.20	10/5/2022	Completed - Retained
Evergreen Private Care	Healthcare	1	\$14.40	10/24/2022	Completed - Retained
PediM Healthcare	Healthcare	1	\$13.50	11/8/2022	In Progress

Apprenticeship

Business	Industry	Occupation	Total Trained	Begin	Status
Marion Technical College	Manufacturing	Masonry	9	9/1/2019	1 In Progress / 1 Successful w/ emp / 7 Unsuccessful (5 closed w/ emp)
Lockheed Martin	Manufacturing	Electronic Assembler	4	Spring 2020	2 Hired PY20-21, 2 Hired PY 21-22



SKILL UP USERS

LOCATION	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Citrus	24	3	9	13	5	4	5	1	2	1	5	2	3	3	1	5	2	2	2	4	2	1	1	1	129
Citrus - CF	8	5	2	0	1	1	0	1	1	0	1	0	2	0	0	0	1	1	1	1	0	1	0	1	41
Levy	6	2	2	1	0	1	1	3	0	0	1	0	0	0	1	0	0	0	0	1	0	0	2	0	31
Levy - CF	5	1	0	1	1	2	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	19
Marion	36	13	3	7	3	5	1	5	9	6	2	3	4	5	6	2	3	7	5	3	4	3	1	5	214
Marion - CF	44	14	3	5	2	2	1	8	3	2	0	1	1	1	2	1	1	3	3	8	2	3	0	2	142
TOTAL	123	38	19	27	12	15	8	18	16	9	9	6	10	9	11	8	7	14	11	17	8	8	4	9	576

Popular Pathways

- 1. Business (Administrative/Management)
- 2. Healthcare
- 3. Entry Level Pathway - General
- 4. Information Technology
- 5. Government/Public Sector

Popular Courses

- 1. Be a Better Listener
- 2. Writing Effective E-mails and Instant Messages
- 3. Abbreviating, Capitalizing, and Using Numbers
- 4. Becoming More Professional through Business Etiquette
- 5. Being an Effective Team Member
- 6. Getting the Details Right: Spelling Basics
- 7. The Art and Science of Communication
- 8. Time Management: Quit Making Excuses and Make Time Instead
- 9. Using Punctuation Marks
- 10. Basic Business Math: Averages and Equations
- 11. Using the Parts of Speech
- 12. Establishing Self-confidence for Life
- 13. Creating Well-constructed Sentences
- 14. Interpersonal Communication that Builds Trust
- 15. Working with the Interface and Performing Basic Tasks in Word 2016

YouthBuild Performance Update

2022-2024

YB Cohort 1: (11/2/2022-3/23/2023)

Enrolled: 14

Completed: N/A

Receiving HS Diploma: 7

Receiving Additional Certs:

Certification Breakdown: OSHA – (13), Warehouse Operations (13), Forklift (13), HBI (), NRF – (n/a)
AHLEI Front Desk – (n/a) , AHLEI Restaurant Server – (n/a) AHLEI Guestroom – (n/a) , AHLEI
Maintenance Employee – (n/a)

Exited with Employment: Currently Enrolled

Exited with Education: Currently Enrolled

Exited as Outcome: Currently Enrolled

YB Cohort 2: (Tentative Start 3/8/2023-8/8/2023)

Enrolled:

Completed:

Receiving HS Diploma:

Receiving Additional Certs:

Certification Breakdown: OSHA – (n/a), Warehouse Operations (n/a), Forklift (n/a), HBI (n/a), NRF –
(n/a) AHLEI Front Desk – (n/a) , AHLEI Restaurant Server – (n/a) AHLEI Guestroom – (n/a), AHLEI
Maintenance Employee – (n/a)

Exited with Employment: Currently Enrolled

Exited with Education: Currently Enrolled

Exited as Outcome: Currently Enrolled

YB Cohort 3: (Tentative Start 9/6/2023-)

Enrolled:

Completed:

Receiving HS Diploma:

Receiving Additional Certs:

Certification Breakdown: OSHA – (n/a), Warehouse Operations (n/a), Forklift (n/a), HBI (n/a), NRF –
(n/a) AHLEI Front Desk – (n/a) , AHLEI Restaurant Server – (n/a) AHLEI Guestroom – (n/a), AHLEI
Maintenance Employee – (n/a)

Exited with Employment: Currently Enrolled

Exited with Education: Currently Enrolled

Exited as Outcome: Currently Enrolled

YB Cohort 4: (dates pending)

Enrolled:

Completed:

Receiving HS Diploma:

Receiving Additional Certs:

Certification Breakdown: OSHA – (n/a), Warehouse Operations (n/a), Forklift (n/a), HBI (n/a), NRF –
(n/a) AHLEI Front Desk – (n/a) , AHLEI Restaurant Server – (n/a) AHLEI Guestroom – (n/a), AHLEI
Maintenance Employee – (n/a)

Exited with Employment: Currently Enrolled

Exited with Education: Currently Enrolled

Exited as Outcome: Currently Enrolled

Contract Performance
PY2021-2022



	Q1 PY22-23			Q2 PY22-23			Q3 PY22-23			Q4 PY22-23			ANNUAL		
	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate	# Goals	Goals Met	Rate
County Chamber/EDC															
CITRUS (Citrus Chamber)	5	4	80.00%	5	4	80.00%	5		0.00%	4		0.00%	5		0.00%
MARION (CEP)	4	4	100.00%	5	5	100.00%	6		0.00%	5		0.00%	6		0.00%

	Q1 PY21-22			Q2 PY21-22			Q3 PY21-22			Q4 PY21-22			ANNUAL		
	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment	# Goals	Goals Met	Payment
Eckerd Youth Connects															
Enrollments	20	17	\$0.00	17	32	\$0.00	28			25			90		
Measureable Skills Gains	80%	86	1595.83	80%			80%			80%			80%		
Employment/Education Retention Rate 2nd Quarter After Exit	75%	85	1595.83	75%			75%			75%			75%		
Employment/Education Retention Rate 4thd Quarter After Exit	69%	79.4	1595.83	69%			69%			69%			69%		
Credential Attainment Rate	83%	98.5	1595.83	83%			83%			83%			83%		
Median Wages	\$2,800	\$4,405	1595.83	\$2,800			\$2,800			\$2,800			\$2,800		