



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

MINUTES

DATE: May 23, 2023
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Carl Flanagan, Chair
Kathy Judkins
John Murphy

MEMBERS ABSENT

Kim Baxley
Darlene Goddard
Theresa Flick

OTHER ATTENDEES

Dale French, CSCLM
Cory Weaver, CSCLM
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Carl Flanagan, Chair at 9:03 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 February 22, 2023, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Dale French updated the committee on the following item:

- Rusty Skinner is attending a meeting today with DEO, CareerSource Florida, and the regional directors to discuss the next steps in the realignment process, system improvements, as well as regional planning. We will be discussing regional planning at the upcoming Executive meeting and putting together an analysis of how we can interact with other regions within the areas of targeted sectors and economic development.
- DEO will now be called the Department of Commerce. Enterprise Florida will be placed under the umbrella of the Department of Commerce

Workforce Issues that are Important to Our Community

Committee members and staff engaged in a conversation regarding the potential of the influx of individuals relocating to the region and how it could create opportunities for accessing skilled workers.

There was no other discussion.

PUBLIC COMMENT

None

ACTION ITEMS

Top Workplaces

Dale French expanded upon the proposal to collaborate with Energage for the Top Workplaces program. Our partnership would involve working alongside OHRMA, media platforms, and the local business community.

Further conversation revolved around the potential of spearheading this program within the community to generate greater awareness of our services among the local residents.

John Murphy made a motion to move ahead with the Energage program. Kathy Judkins seconded the motion. Motion carried.

PROJECT UPDATES

Marketing and Outreach Report

Laura Byrnes highlighted a significant project planned for the upcoming program year, which involves a comprehensive overhaul of the website. She elaborated on how this revamp would bring substantial improvements to both security measures and the overall user experience.

Additionally, she clarified that the availability of earned media opportunities is diminishing, and the constrained budgets have affected paid media placements as well. To navigate these challenges, the communications team will strive to leverage as many cost-free resources as they can.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 10:05 a.m.

APPROVED: _____