



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

MINUTES

DATE: November 15, 2023
PLACE: College of Central Florida, Enterprise Center
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Carl Flanagan
Darlene Goddard
John Murphy
Kim Baxley
Staci Bertrand

MEMBERS ABSENT

Kathy Judkins

OTHER ATTENDEES

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

Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Al Jones, Chair at 9:00 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 September 12, 2023, meeting. Staci Bertrand seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida is beginning the third phase of the alignment process. This phase will focus on regional challenges with procurement. The regional directors have made recommendations that they believe will create statewide improvements. The development of the standardization for products and services will be further discussed at the December CareerSource Florida meeting.

Workforce Issues that are Important to Our Community

Darlene Goddard stated that she will be attending and participating in the Marion Youth Expo later today. There were no other discussion items.

What We Do

Rusty Skinner explained that to create further community awareness of our services in we will be developing a video for the website that storyboards the different efforts and engagements that we have in the community. John Murphy expressed positive feedback on the idea. Al Jones shared that he is humbled to work with such an engaged staff and board.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Event Report

On behalf of Cory Weaver, Dale French highlighted items from the Event Report. He noted 10 hiring events have occurred in this program year, with a 40% hire rate. We continue to have an increase in partner job fairs with high levels of participation. He also noted that there are new businesses in the top three hiring events graph. Staci Bertrand asked if we have worked with Dollar Tree with their hiring needs. Dale French said that we have been working with them since 2020 and have a solid partnership.

Disaster Response Outreach

Dale French advised the committee that funding has been received for providing disaster declared municipalities with staff that will assist with disaster related issues, such as clean-up efforts. The funding will provide for up to 12 months of employment for qualified individuals. We currently have placed 3 individuals with the City of Crystal River. We are looking for additional opportunities throughout Citrus and Levy counties.

Marketing and Outreach Report

Laura Byrnes highlighted a variety of events that occurred in the quarter. She noted the new partnership that was recently created with Sun Tran and the City of Ocala.

- Young adults in the youth program participated in a field trip where they learned how to utilize the bus service.
- In the coordination efforts of the recent Paychecks for Patriots event, transportation was identified as a significant barrier for attendance for many veterans. Sun Tran/City of Ocala donated bus tokens to local veterans to encourage participation. The Paychecks for Patriots event was well attended by many veterans. The bus token donations had a significant impact.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:34 a.m.

APPROVED: _____