



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 7, 2024 – 9:00 a.m.**

Join Zoom Meeting: <https://us02web.zoom.us/j/87294402151>  
 Phone No: 1-646-558-8656 (EST) Meeting ID: 872 9440 2151

Call to Order P. Beasley  
 Roll Call C. Schnettler  
 Approval of Minutes, November 8, 2023 Pages 2 - 4 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  
 Marion  
 MRMA Pages 5 - 6 K. Sheilley /H. Shubing  
 Talent Center Page 7 K. Betz  
 Event Report Page 8 C. Wilkinson  
 Experiential Learning Page 9 C. Weaver  
 Metrix Users Report Page 10 C. Weaver  
 Contracts Reporting Page 11 S. Crawford  
 Broadband Page 12 D. French

**MATTERS FROM THE FLOOR**

**ADJOURNMENT**

2023 – 2024 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	
8/15/2023	8/16/2023	8/24/2023	8/30/2023	9/13/2023	9/27/2023	CF Levy
11/7/2023	11/8/2023	11/16/2023	11/15/2023	12/6/2023	12/13/2023	CF Ocala
2/6/2024	2/7/2024	2/15/2024	2/21/2024	2/28/2024	3/20/2024	CF Lecanto
5/7/2024	5/8/2024	5/16/2024	5/22/2024	5/29/2024	6/5/2024	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 8, 2023  
PLACE: College of Central Florida, Enterprise Center  
3003 SW College Road, Ocala, FL 34474  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Ben Whitehouse  
Deb Stanley  
John Hemken  
Kathleen Betz  
Mark Paugh  
Pete Beasley, Chair  
Phillip Geist  
Scott Osteen

**MEMBERS ABSENT**

Angie White  
Kevin Cunningham  
Kevin Sheilley  
Gary Smallridge  
Jeff Chang

**OTHER ATTENDEES**

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

Chris Wilkinson, CSCLM  
Sandra Crawford, 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 16, 2023, meeting.  
Deb Stanley 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.

- Senate Bill 240 requires the development of an Education and Industry Consortium. The executive committee met and concluded that the Consortium should be a separate committee. The executive committee recommended that the Consortium membership be composed of educational partners and up to three members from each industry for fair representation from the three counties. Rusty Skinner is meeting with the school superintendents in the region to discuss their needs. The By-laws will be amended to include the new Consortium. The amendment will be presented to the executive committee and then to the full board for approval.
- Workforce Issues that are Important to Our Community  
The committee did not have any items to discuss.

### **PUBLIC COMMENT**

None

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

#### **Economic Development Partner Reports**

Citrus:

- There were no updates for Citrus County.

Levy:

- Scott Osteen shared that the below items:
  - An annual strategic planning session was held in partnership with NFEDP. The Nature Coast Business Development Council plans to expand their board and meet quarterly instead of monthly. The Council is also planning an annual dinner for community stakeholders.
  - A private landowner in Levy County owns a substantial plot of land, and there are plans to make it development-ready in order to attract businesses to the area. Grant funds will be employed for the development of this property.

Marion

- There were no updates for Marion County.

#### **MRMA**

Kathleen Betz's shared the below highlights:

- Since 2018 \$63,000 has been raised to support numerous programs in our region. This report does not include an additional \$24,000 raised at recent events.
- A new slate of executive officers has been selected and will serve for the next two years.

#### **Talent Center**

Cory Weaver introduced Chris Wilkinson as the new Talent Center manager. Cory Weaver reviewed the quarterly Talent Center report. She explained that the report has revised to provide a clear concise overview of Talent Center activities.

### Event Report

Cory Weaver highlighted items from the Event Report. She 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. She also noted that there are new businesses in the top three hiring events graph. Citrus County will be hosting a youth job fair in the Spring. She also invited the committee members to attend the upcoming Paychecks for Patriots and Marion Youth Expo.

### Experiential Learning Contracts

Cory Weaver summarized each section of the report. Noting two successful completions that lead to employment.

### Metrix Users

Cory Weaver shared details from the report, noting the most popular pathways and courses. Program usage continues to grow annually.

### Contract Reports

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

- County Reports:
  - Marion County continues to meet their goals.
  - Citrus County did not meet the 1st quarter goals, but we will continue to work with them to meet their goals by the end of the program year.
- Youth Report: The State released the results from the fourth quarter of the last program year and Eckerd exceeded their goals

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 9:27 a.m.

### **APPROVED:**

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## Executive Director Report

**Period covering November 1, 2023 – January 31, 2024**

Some of the more pertinent Mid-FL Regional Manufacturers Association (MRMA) activities since November 1<sup>st</sup> in addition to servicing member needs include:

- MRMA welcomes new Board members Barbara Luider, Marion Precision Tool, Tracy Harper, R+L Global Logistics, Michael Peterson, Hale Products, Cesar Lorenzo, Industrial Technologies & Services and Alice Avery, E-One. In addition, the new 2024 officers are Mitch Twardosky, Fidelity Manufacturing, President and Phillip Schuster, Phoenix Wood Products, Vice President and Jackie Eastman, Collier CPAs is the Secretary/Treasurer.
- MRMA is focused on bringing training needs to light and bringing solutions back to the companies through our partnerships on a case-by-case basis and bringing it forward to area companies to see if there is a greater need for the same training.
- MRMA is working with the College of Central Florida Levy Campus as part of their Welding Advisory Council. The Council is working on the Spring 2024 Welding Expo planned for Wednesday, April 10<sup>th</sup> from 10 AM to 1PM. The MRMA will assist in finding members interested in talking with students about welding as a career in addition to those looking to hire students once they graduate.
- The MRMA Quality Forum and Environmental, Health and Safety Forum (EHS) are preparing to ramp back up now that the holidays are behind us.
- MRMA has planned out their monthly member meetings for all of 2024. This year we are concentrating on industry tours and only one speaker/informative session now that companies have opened their doors for tours.
- The 20<sup>th</sup> Annual MRMA Golf Tournament has been planned for October 17<sup>th</sup>, the sole purpose of this event is to raise funds for educational awareness and to support programs related to manufacturing, engineering, distribution, logistics and supply chain management.
- The MRMA 2<sup>nd</sup> Annual Bowling event to fund scholarships for students attending CDL Driver Training Programs at the College of Central Florida, Marion Technical College, Lake Sumter State College, and Withlacoochee Technical College has been planned for May 9<sup>th</sup>, 2024
- MRMA is the Business Advisory Co-Chair (BAC) for the advisory council for the Marion County School Systems focusing on Manufacturing/Engineering and Logistics/Supply Chain for 2023/2024. Joe Corley has stepped up to share the role in 2024.
- The C-Suite Forum has been rebranded to “A Learning Series for Today’s Leaders”. In November the group met to learn from Ford Kyes, founding partner of ActionCoach from Tampa Bay. Mr. Kyes’ presentation on “Succession Planning for a Successful and Sustainable Enterprise” was well received and we look forward to having Mr. Keyes back again in the fall.

- MRMA will continue to meet as part of the Sumter County Education Coordination Group on a quarterly basis. The group includes Sumter County ED, 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.
- MRMA continues to be an active Advisory Committee member for related meetings to Manufacturing, Distribution, Logistics and Supply Chain Management for programs at CF, MCSC (BAC), CTE, MTC (Logistics, Welding and Advanced Welding), WTC, LSSC, Advisory Council for Sumter County Adult Education and in Levy County for CTE programs. The Board of MRMA takes an active role in these meetings as well.



## REPORTING PERIOD: JUL 2023 - DEC 2023

### ALL CENTER TRAFFIC – 229

One on one Initial Appointments Total – 116

Professionals – 61  
Students – 55

In Person – 85%  
Virtual – 15%

### WORKSHOPS CONDUCTED – 19

Internship classes – 5  
Healthcare – 3  
Information Technology – 3

First Year Seminar – 3  
Early Childhood Education – 3  
STEM Club – 1  
TC Open House – 1

### TOTAL ATTENDANCE FOR WORKSHOPS – 296

Resumes reviewed and feedback provided – 155  
144 of the 296 were reviewed twice before submitting

### CANDIDATE OUTREACH: STUDENTS AND PROFESSIONALS

1 Individual Event – Total attendance for event – 70

Taylor College: LPN Grads – 70

#### CONFIRMED HIRES

14

#### AVERAGE HOURLY WAGE

\$29.43

### TESTIMONIALS FROM STUDENTS & PROFESSIONALS

- I was struggling with my resume and the interview process and couldn't land a job. I had gone on maybe 15-20 interviews. I met with Anrea first and then Chris, who helped me revise my resume and improve my interview skills. Soon after I got a job.
- Chris is very good at helping you narrow in on your job search and how you can best prepare. He goes over and above and even offered to look at my resume and send an email to his contact at Marion County Public Schools when I applied.
- Andrea was extremely professional in her assessments and recommendations, BESIDES being very kind and helpful. She is an incredible person to work with I would, I am already recommending her and the Talent Center to anyone looking for a job in Ocala.

**PY 23 - 24 Individual Events**

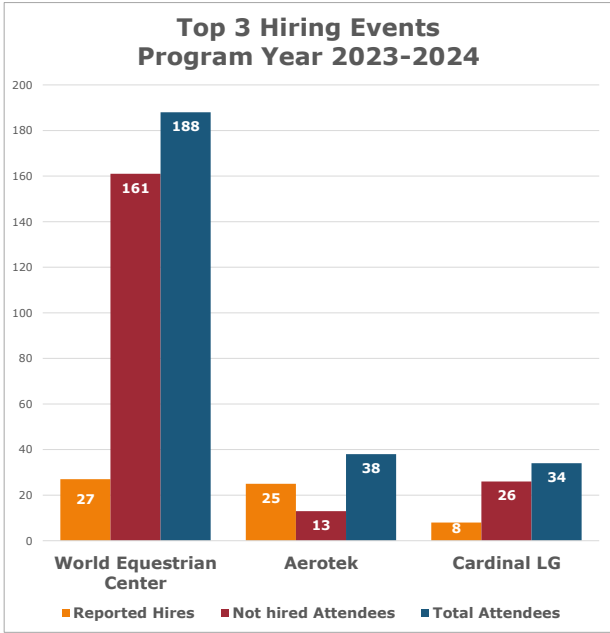
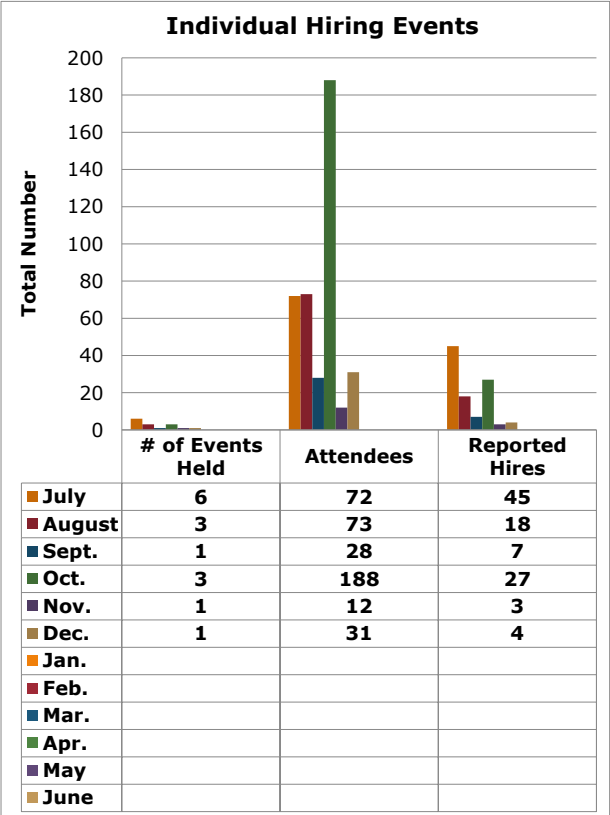
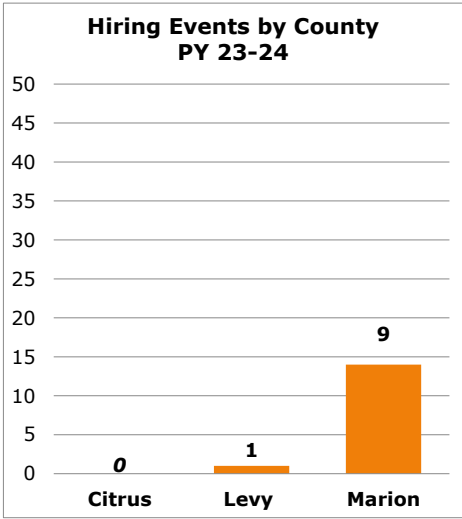
Total Events: 15  
Attendees: 404  
Reported Hires: 104

**PY 23 - 24 Job Fairs**

Attendees: 389  
Businesses: 65

**PY 23-24 Partner Job Fairs**

Attendees: 21  
Businesses: 18



**Other Recruitment Events 10/2023 - 12/2023**

Event Date	Event Name	Event Location	County
11/16	Chick-fil-A Ocala	CF Webber Center	Marion
12/18	Green Thumb Industries	14th Street	Marion





# Experiential Learning Contracts

PY2023-2024

## Customized Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
PedIM Healthcare	Healthcare	2	\$29,398.00	\$8,000.00	8/1/2023	3/30/2024	In Progress
SAS Electronics	Utilities	3	\$2,085.60	\$8,355.00	12/11/2023	12/18/2023	Completed - Retained

## On the Job Training

Business	Industry	Total Trained	Employer Contribution	CareerSource Reimbursement	Begin	End Date	Status
Safe-T-Plus	Manufacturing	1	\$3,995.00	\$3,995.00	6/19/2022	9/9/2023	Completed - Retained
Eagle Vistas LLC	Manufacturing	1	\$4,000.00	\$4,000.00	7/5/2023	10/11/2023	Completed - Retained
Ciaraco Electric Inc.	Utilities	1	\$1,334.50	\$4,003.50	12/18/2023	2/24/2024	In Progress

## Paid Work Experience

Business	Industry	Total Trained	Wage	Begin	Status
Blue Heron Bookkeeping LLC	Professional	1	\$22.50	9/18/2023	Completed - Not Hired
City of Crystal River	Professional	1	\$15.00	10/4/2023	Completed - Not Hired
My Power Enterprise LLC	Professional	1	\$13.50	12/4/2023	In Progress

## Internships

Business	Industry	Total Trained	Wage	Begin	Status
Wiley Productions	Professional	1	\$13.50	10/9/2023	Completed - Hired
Viceroy Home Health LLC	Healthcare	1	\$15.50	11/6/2023	Unsuccessful Completion

## Apprenticeship

Business	Industry	Occupation	Total Trained	Begin	Status
Lockheed Martin	Manufacturing	Electronic Assembler	4	Spring 2020	2 Hired PY20-21, 2 Hired PY 21-22



# SKILL UP USERS

LOCATION	PY 20-21	PY 21-22	PY 22-23	PY 2023-2024						Total
				Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
Citrus	86	32	24	1	1	3	0	6	5	158
Citrus - CF	30	7	11	0	1	0	0	0	0	49
Levy	22	6	7	1	2	1	0	5	1	45
Levy - CF	16	3	4	0	0	0	0	0	0	23
Marion	140	53	55	7	9	14	28	17	9	332
Marion - CF	100	24	37	3	1	5	3	3	1	177
<b>TOTAL</b>	<b>394</b>	<b>125</b>	<b>138</b>	<b>12</b>	<b>14</b>	<b>23</b>	<b>31</b>	<b>31</b>	<b>16</b>	<b>784</b>

**Popular Pathways**

1. Business (Administrative/Management)
2. Healthcare
3. Entry Level Pathway - General
4. Information Technology
5. Personal Care/Human Services

**Popular Courses**

1. The Art and Science of Communication
2. Using Business Etiquette to Increase Your Professionalism
  3. Being an Effective Team Member
  4. Business Law and Ethics
5. Establishing Self-confidence for Life
  6. Be a Better Listener
7. Becoming More Professional through Business Etiquette
  8. Abbreviating, Capitalizing, and Using Numbers
  9. Writing Effective E-mails and Instant Messages
  10. Uncovering and Utilizing Your Talents and Skills
    11. Communicating Effectively with Customers
    12. Self-improvement for Lifelong Success
    13. Getting the Details Right: Spelling Basics
    14. Creating Well-constructed Sentences
15. Difficult People: Can't Change Them, so Change Yourself



	Q1 PY23-24			Q2 PY23-24			Q3 PY23-24			Q4 PY23-24			ANNUAL		
	Goal	Goals Met	Rate	Goal	Goals Met	Rate	Goal	Goals Met	Rate	Goal	Goals Met	Rate	Goal	Goals Met	Rate
<b>County Chamber/EDC</b>															
CITRUS (Citrus Chamber)	4	2	50.00%												
MARION (CEP)	4	4	100.00%			0.00%			0.00%			0.00%			0.00%
LEVY (Nature Coast)			N/A			0.00%			0.00%			0.00%			0.00%

**Quarterly Goals - Partner Chambers**

- Conduct 1 quarterly meeting with assigned CSCLM staff to discuss business needs/challenges - **All**
- Conduct joint business and retention visits - **All**
- Monthly meetings with key business staff to maintain communication of new and existing projects as well as current business needs - **Marion Only**
- Provide business referrals to CSCLM for workforce services - **All**
- Provide business/professional referrals to Talent Center - **Marion/Citrus Only**
- Provide assistance in planning and staff for the Youth Career Expos - **Marion/Citrus Only**
- Attend at least 1 meeting per quarter at Chiefland, Williston, Bronson, Inglis Chamber - **Levy Only**

	Q1 PY23-24			Q2 PY23-24			Q3 PY23-24			Q4 PY23-24			ANNUAL		
	Goal	Actual Performance	Payment	Goal	Actual Performance	Payment	Goal	Actual Performance	Payment	Goal	Actual Performance	Payment	Goal	Actual Performance	Payment
<b>Eckerd Youth Connects</b>															
Enrollments	20	25	\$1,595.83												
Measureable Skills Gains	80%	98.50%	\$1,595.83												
Employment/Education Retention Rate 2nd Quarter After Exit	75%	79.40%	\$1,595.83												
Employment/Education Retention Rate 4th Quarter After Exit	69%	74.50%	\$1,595.83												
Credential Attainment Rate	83%	97.80%	\$1,595.83												
Median Wages	\$2,800	\$4,366	\$1,595.83												

## **Creating Connections - H1-B Job Training Grants**

**Duration:** 5 years - 9/30/2023 to 9/29/2025

**Lead Applicant Organization Name:** CareerSource Citrus Levy Marion Workforce Development Board

- Budget: \$913,469

**Subrecipients:** CareerSource Florida Crown and CareerSource North Florida

- Budget Florida Crown: \$240,750
- Budget North Florida: \$240,750

**Geographic Scope:**

- Scope: Regional
- Description: Levy, Dixie, Gilchrist, Suwannee, Union, Lafayette, Hamilton, Taylor, Madison, Jefferson, and Columbia counties
- Rural: All counties are defined as rural

**Number of Participants Trained:** 102

**Project Purpose:** The Creating Connections Initiative, under the supervision of CareerSource Citrus Levy Marion and partners will focus on the development track of the DOL Building Pathways to Infrastructure Jobs Grant to establish industry sector partnerships and training programs to meet the needs of local businesses building out the broadband infrastructure.

**Targeted Populations Served:** Historically underrepresented women, people of color, those with disabilities, low income, re-entry candidates, persons living in rural areas, veterans, transitioning service members, and military spouses.

**Targeted H-1B Occupations:** Telecommunication Line Installers and Repairers and Telecommunication Equipment Installers and Repairers

**Recognized Postsecondary Credential(s) Offered:**

Fiber Optics:

- CFOT(Certified Fiber Optic Technician)
- CFOS/S(Certified Fiber Optics Splicing Specialist)
- CFOS/T(Certified Fiber Optics Specialist in Testing/Maintenance),
- Commercial Driving 'A' endorsement
- Commercial Driving 'B' endorsement
- Project Management (CAPM and PMP)