



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

MINUTES

DATE: May 22, 2024
PLACE: 2703 NE 14th Street, Ocala, FL 34470
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
Kathy Judkins
John Murphy
Staci Bertrand

MEMBERS ABSENT

Kim Baxley

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 9:04 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Staci Bertrand made a motion to approve the minutes from the February 21, 2024, meeting. Darlene Goddard seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- The State invited local boards to volunteer to be in the next phase of regional planning. A letter of intent was sent yesterday informing the State of our interest to volunteer. We have been notified that our regional plan request was accepted. We will begin implementation starting July 1.
- Annual State monitoring was conducted last week. We are in review of the identified issues. Overall, the monitoring was a success.

Workforce Issues that are Important to Our Community

There were no items presented.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Event Report

Cory Weaver highlighted items from the Event Report. She noted increased attendance at hiring events and job fairs. This is a shift happening in workforce trends that will be watched going forward. The Marion County Youth Job Fair had record attendance with 249 young adults attending. The Citrus County Youth Job Fair was also well attended. Our next events will include general job fairs.

Marketing and Outreach Report

Laura Byrnes highlighted a variety of marketing activities that occurred in the quarter. She noted the below:

- The What We Do brochure highlighting all aspects of our business will be in print as well as digital on our website.
- There has been very good reach and engagement on our social media platforms. An intern has joined the Communications team. They will be learning about and assisting with social media management.
- The Heart of HR Conference was very successful.
- Committee members were welcomed to join the Phoenix Rising youth graduation on June 27.

MATTERS FROM THE FLOOR

Staci Bertrand shared that Duke Energy will be hosting and sponsoring a pilot program called Power in the Community at Forest Middle and High School. The program will be focused on utility-based AI exploration. There will also be a Youth Energy Academy held in July.

ADJOURNMENT

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

APPROVED: _____