



CareerSource Citrus Levy Marion
2703 NE 14th St.
Ocala, FL 34470

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA
Wednesday, May 8, 2024 – 9:00 a.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/87022242631>

Phone No: 1-646-558-8656 (EST) Meeting ID: 870 2224 2631

Call to Order P. Beasley
Roll Call C. Schnettler
Approval of Minutes, February 7, 2024 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 K. Sheilley/ H. Shubirg
Levy J. Mckee
Marion C. Wilkinson
MRMA Pages 6 C. Weaver
Talent Center Page 7 C. Weaver
Event Report Page 8 C. Weaver
Experiential Learning Page 9 C. Weaver
Metrix Users Report Page 10 S. Crawford
Contracts Reporting Page 11 S. Crawford
Grant Updates Page 12

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: February 7, 2024
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
Jeff Chang
John Hemken
Kathleen Betz
Kevin Cunningham
Kevin Sheilley
Mark Paugh
Pete Beasley, Chair
Phillip Geist
Scott Osteen

MEMBERS ABSENT

Angie White
Gary Smallridge
Chris Cowart

OTHER ATTENDEES

Rusty Skinner, CSCLM
Dale French, CSCLM
Cory Weaver, CSCLM
Melissa Saco, CSCLM

Chris Wilkinson, CSCLM
Sandra Crawford, CSCLM
Cira Schnettler, CSCLM

CALL TO ORDER

The meeting was called to order by Pete Beasley, Chair, at 9:04 a.m.

ROLL CALL

Cira Schnettler called roll and a quorum was declared present.

APPROVAL OF MINUTES

Phil Geist made a motion to approve the minutes from the November 8, 2023, meeting. Ben Whitehouse seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- CareerSource Florida will be having a State board meeting at the end of February. It is anticipated that the final documents for standardization of tools and services will

be provided.

- Two local development board areas have begun the process of implementing regional planning.
- There are several legislative issues that are being watched for future outcomes that may impact our services:
 - A potential change to the reemployment assistance program would require program participants to meet the requirement of five job applications per week by adding the requirement of at least one in-person application per week. This could negatively impact businesses that only offer online applications and increase fuel costs for participants.
 - The State is evaluating the benefits of creating a helpline for employers to report fraudulent participant activity. There are numerous negative consequences this could have on participants and business as well.
 - The Stronger Workforce for America Act (HR6655) may change the funding percentage requirements for local boards, timelines for ITA funding distributions, and workforce board structuring. A letter will be drafted and sent to congressional representatives addressing all concerns.
 - The State is also proposing changes to the child labor laws that may benefit businesses but could negatively impact young adult workers.
- The Education and Industry Consortium is coming together.
 - Joe Corley was appointed by Board Chair Brandon Whiteman to chair the Consortium. Joe Corley accepted the role.
 - The first meeting is expected to occur mid to late March.

Workforce Issues that are Important to Our Community

Rusty Skinner and Dale French will be meeting with clam farmers in Levy County, along with other state and federal agencies to address the regeneration of clam farms that were destroyed by Hurricane Idalia. The State has pledged funds for disaster recovery. The funds may be used for the labor of cleaning up the destruction of the clam farms and re-harvesting.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- Kevin Cunningham stated that the Citrus County Chamber recently held Legislative Days in Tallahassee. Over 100 attendees met with state officials in numerous agencies. A major area of public concern is the traffic flow issues that will be generated on arterial roads from the advancement of the parkway through Citrus County
- Deb Stanley shared that the Citrus County School District received a two-million-dollar grant that will allow the welding program to be expended to all three high schools.

Levy:

- Scott Osteen shared that the below items:
 - The Nature Coast Development Council is in the process of updating their website. Completion is expected in May.
 - The board is working with community partners to host an annual event that will provide an opportunity for the board to share the county's economic development successes and future goals.
 - There are two projects that are in initial phases of discussion and development, one for a commercial park and one for an industrial park.

Marion

- Kevin Sheilley was happy to share that there are over 50 active projects in development in Marion County. Mostly in the areas of manufacturing and distribution.
- The expansion of Dollar Tree's distribution center has facilitated the development of the most advanced technology within the facility.
- Committee members were invited to attend two upcoming events:
 - The Exceptional Morning breakfast on February 21.
 - The Annual Luncheon on February 28.

MRMA

Kathleen Betz's shared the below highlights:

- The MRMA board is growing and welcomed a number of new members.
- The 2024 Welding Expo is slated for April 10.

Talent Center

Chris Wilkinson reviewed the report provided in the packet.

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. There will be youth job fairs in all three counties this year.

Experiential Learning Contracts

Cory Weaver summarized each section of the report. Noting the 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 be consistent. The link to the Metrix program can be found on the CLM website.

Contract Reports

Sandra Crawford 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: Eckerd exceeded their goals for the first quarter.

Broadband Grant

Dale French provided an overview of the grant. He noted there was a Bootcamp held in December and another one scheduled for April. Updates will be provided to the committee quarterly. He also stated that the Florida Department of Labor was impressed with the grant response and initial implementation of the program. We are hopeful for successful outcomes.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting adjourned at 9:49 a.m.

APPROVED:



March – April 2024

For those of you that may not know me, my name is Judy McKee, Executive Director for Mid-FL Regional Manufacturers Association since March 11, 2024.

Since March 11, I have concentrated on training and learning all the different facets to this position.

Operational time has been spent on:

- MRMA membership renewals
- Strategic Planning & Goals set forth by the MRMA Board
- Introductory Meetings with Partners
- Meeting with Member Companies
- Prospecting New Members
- The MRMA 2nd 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 scheduled for May 9th, 2024.
- The 20th Annual MRMA Golf Tournament scheduled for October 17th, 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 Rob Adamiak Memorial Scholarship program made possible through our endowment with the College of Central Florida Foundation and Annual Golf Tournament, 2024 deadline for applications is June 1st and applications are coming in now for consideration.

Events that I have attended or are on my calendar to attend:

- Welding Expo April 10 – Levy County
- MRMA General Mtg at The College of Central Florida April 11
- Heart of HR Conference April 19
- Citrus County Youth Job Fair April 26
- Sumter County Economic Development Meeting May 7
- Marion County Job Fair May 7
- MRMA Bowling CDL Scholarship Fundraiser May 9
- The MTC Advisory Meeting scheduled for Friday, May 17
- Sumter County Hiring Fair May 19



REPORTING PERIOD: JUL 2023 - MAR 2024

ALL CENTER TRAFFIC – 330

One-on-one Appointments Total – 200

Professionals – 114
Students – 86

In Person – 86%
Virtual – 14%

WORKSHOPS CONDUCTED – 26

Internship classes – 6
Healthcare – 5
Information Technology – 5
CoOP Class - 2

First Year Seminar – 5
Early Childhood Education – 2
STEM Club – 1

TOTAL ATTENDANCE FOR WORKSHOPS – 412

Resumes reviewed and feedback provided – 177

CANDIDATE OUTREACH: STUDENTS AND PROFESSIONALS

9 Events – Total attendance for events – 1012

Taylor College: LPN Grads – 70
College of Central FL: Club Rush – 450
TC Open House – 25
College of Central FL: Citrus Preview Day – 125
College of Central FL: Career & Internships Fair – 40

College of Central FL: Resume Review – 38
CF Soft Skills Webinar – 75
College of Central FL : Student Admissions Preview Night – 200

CONFIRMED HIRES

20

AVERAGE HOURLY WAGE

\$28.04

TESTIMONIALS FROM STUDENTS & PROFESSIONALS

- This was a smooth operation, and I would recommend your services to anyone entering the working world, like me. Thank you again.
- Thank you for your feedback. It was helpful in my understanding of how to professionally comprise a resume.
- 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.
- CareerSource helped me secure a career instead of just a job. I'm excited about coming to work every day and actually using my Bachelor's Degree.

PY 23 - 24 Individual Events

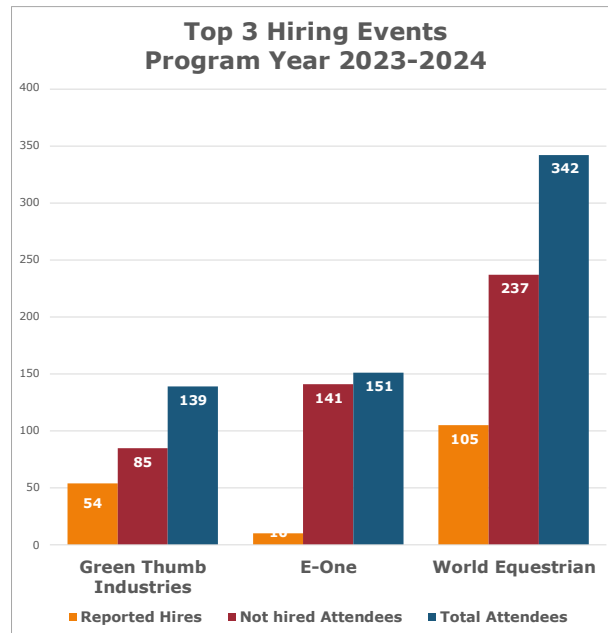
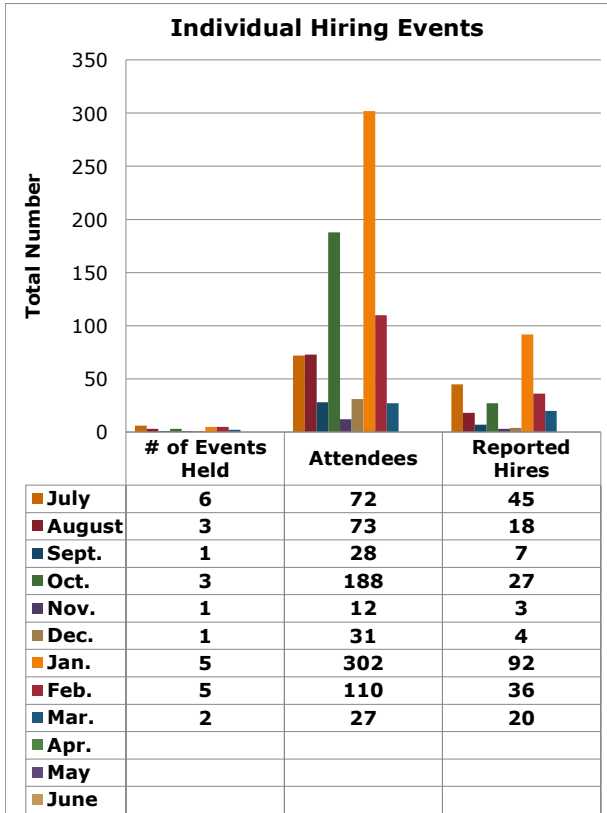
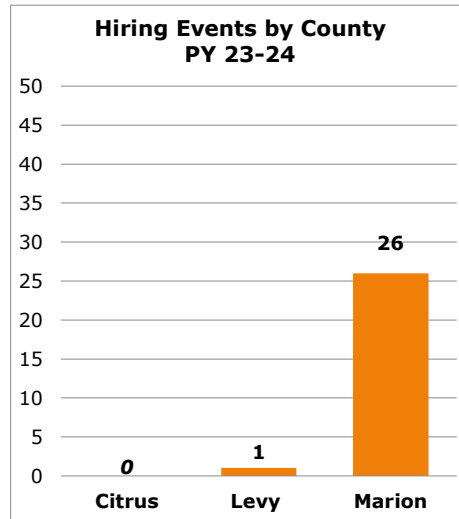
Total Events: 27
Attendees: 843
Reported Hires: 252

PY 23 - 24 Job Fairs

Attendees: 536
Businesses: 96

PY 23-24 Partner Job Fairs

Attendees: 21
Businesses: 18



Other Recruitment Events 1/2024 - 3/2024

| Event Date | Event Name | Event Location | County |
|------------|-------------------------|----------------|--------|
| 2/6 | Brookdale Paddock Hills | 14th Street | Marion |
| 2/28 | RealTruck | RealTruck | Marion |
| 3/26 | Team Select | 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 | Completed - Retained |

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 | Completed - Hired |

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 |
| IT on Demand | Professional | 1 | \$15.00 | 2/12/2024 | In Progress |

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 | | | | | | | | | PY 23-24 | Total |
|--------------|------------|------------|------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|
| | | | | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | | |
| Citrus | 86 | 32 | 24 | 1 | 1 | 3 | 0 | 6 | 5 | 5 | 2 | 10 | 33 | 175 |
| Citrus - CF | 30 | 7 | 11 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 49 |
| Levy | 22 | 6 | 7 | 1 | 2 | 1 | 0 | 5 | 1 | 0 | 2 | 1 | 13 | 48 |
| Levy - CF | 16 | 3 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 |
| Marion | 140 | 53 | 55 | 7 | 9 | 14 | 28 | 17 | 9 | 9 | 23 | 10 | 126 | 374 |
| Marion - CF | 100 | 24 | 37 | 3 | 1 | 5 | 3 | 3 | 1 | 4 | 3 | 2 | 25 | 186 |
| TOTAL | 394 | 125 | 138 | 12 | 14 | 23 | 31 | 31 | 16 | 18 | 30 | 23 | 198 | 855 |

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. Establishing Self-confidence for Life
5. Writing Effective E-mails and Instant Messages
6. Uncovering and Utilizing Your Talents and Skills
7. Becoming More Professional through Business Etiquette



| | 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 |
| County Chamber/EDC | | | | | | | | | | | | | | | |
| CITRUS (Citrus Chamber) | 4 | 3 | 75.00% | 4 | 2 | 50.00% | | | | | | | | | |
| MARION (CEP) | 4 | 4 | 100.00% | 4 | 4 | 100.00% | 4 | 4 | 100.00% | | | | 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 |
| Eckerd Youth Connects | | | | | | | | | | | | | | | |
| Enrollments | 20 | 27 | \$1,595.83 | 17 | 25 | \$1,595.83 | | | | | | | | | |
| Measureable Skills Gains | 80% | 98.50% | \$1,595.83 | 80% | 95.40% | \$1,595.83 | | | | | | | | | |
| Employment/Education Retention Rate 2nd Quarter After Exit | 75% | 79.40% | \$1,595.83 | 75% | 76.80% | \$1,595.83 | | | | | | | | | |
| Employment/Education Retention Rate 4th Quarter After Exit | 69% | 74.50% | \$1,595.83 | 69% | 79.00% | \$1,595.83 | | | | | | | | | |
| Credential Attainment Rate | 83% | 97.80% | \$1,595.83 | 83% | 100% | \$1,595.83 | | | | | | | | | |
| Median Wages | \$2,800 | \$4,366 | \$1,595.83 | \$2,800 | \$3,598 | \$1,595.83 | | | | | | | | | |

Grant Updates

National Dislocated Worker Grant (Citrus, Levy and Dixie Counties)

Reemploys individuals displaced by natural disasters to conduct cleanup and recovery work. This grant is focused on recovery efforts from Hurricane Idalia. Activities include initial cleanup conducted in Citrus County and now assisting shellfish growers in Levy and Dixie Counties.

Citrus County:

City of Crystal employed three dislocated workers to assist with cleanup and community outreach.

Levy and Dixie:

Community Outreach Information Sessions:

- Cedar Key February 7
- Cedar Key February 13
- Cross City March 13

Total Enrollments: 181 (176 Levy, 5 Dixie)

Work began on March 4 with first cohorts of workers.

Total community investment to date (through April 30): \$675,723.75

Creating Connections Broadband (Levy County)

Total Enrollments to Date: 14

Total Training Completers: 6

Total Currently in Training: 8

Total Employed: 5

Upcoming Classes: June, August, December 2024