



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

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA
Wednesday, August 14, 2024 – 9:00 a.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/86263727255>

Phone No: 1-646-558-8656 (EST) Meeting ID: 862 6372 7255

Call to Order P. Beasley
 Roll Call C. Schnettler
 Approval of Minutes, May 8, 2024 Pages 2 - 4 P. Beasley

DISCUSSION ITEMS

State Update R. Skinner
 Workforce Issues that are Important to Our Community R. Skinner
 WIOA Plan C. Weaver

PUBLIC COMMENT

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports
 Citrus
 Levy
 Marion K. Sheilley/ H. Shubirg
 MRMA Pages 5 - 6 J. McKee
 Talent Center Page 7 C. Weaver
 Event Report Page 8 C. Weaver
 Experiential Learning Page 9 C. Weaver
 Metrix Users Report Page 10 C. Weaver
 Contracts Reporting Page 11 S. Crawford
 Grant Updates Page 12 S. Crawford

MATTERS FROM THE FLOOR

ADJOURNMENT

2024 – 2025 MEETING SCHEDULE							
Performance/ Monitoring	Business and Economic Development	Marketing / Outreach	Career Center	Education and Industry Consortium	Executive	Full Board	
Tuesday 9:00 am	Wednesday 9:00 am	Wednesday 9:00 am	Thursday 9:30 am	Thursday 9:00 am	Wednesday 9:30 am	Wednesday, 11:30 am	
8/13/2024	8/14/2024	8/21/2024	8/15/2024	8/29/2024	8/28/2024	9/4/2024	CF Levy
11/12/2024	11/6/2024	11/13/2024	11/7/2024	11/14/2024	11/20/2024	12/11/2024	CF Ocala
2/4/2025	2/5/2025	2/12/2025	2/20/2025	2/6/2025	2/26/2025	3/12/2025	CF Lecanto
5/6/2025	5/7/2025	5/14/2025	5/15/2025	5/8/2025	5/28/2025	6/4/2025	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: May 8, 2024
PLACE: CareerSource CLM
2703 NE 14th Street, Ocala, FL 34470
TIME: 9:00 a.m.

MEMBERS PRESENT

Ben Whitehouse
Gary Smallridge
Jeff Chang
Judy Mckee
Mark Paugh
Pete Beasley, Chair
Phillip Geist
Scott Osteen

MEMBERS ABSENT

Angie White
Chris Cowart
Deb Stanley
John Hemken
Kevin Cunningham
Kevin Sheilley

OTHER ATTENDEES

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

Chris Wilkinson, CSCLM
Sandra Crawford, CSCLM
Cira Schnettler, CSCLM
Heather Shubirg, Ocala CEP

CALL TO ORDER

The meeting was called to order by Pete Beasley, Chair, at 9:01 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 February 7, 2024, meeting. Jeff Chang seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- Budget allocations have been received and we expect to see a slight increase in funding.
- 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 with Regions 6 and 9. If chosen, a formal application will be submitted.

- Workforce Issues that are Important to Our Community
Phil Geist stated many businesses are still finding it difficult to find quality candidates.

PUBLIC COMMENT

None

ACTION ITEMS

None

PROJECT UPDATES

Economic Development Partner Reports

Citrus:

- Rusty Skinner noted that Citrus County has not filled the economic development director position yet.

Levy:

- Scott Osteen shared that the below item:
 - The Nature Coast Development Council is working with a landowner that has purchased property zoned as industrial. They are working with the City of Chiefland to extend water and sewer services to the property to develop an industrial park.

Marion

- Heather Shubirg shared that there are several projects in development. One project may lead to the creation of 1,000 jobs in Marion County. She thanked Melissa Saco for her efforts on another project involving a business in the semiconductor industry.

MRMA

Judy McKee introduced herself as the new executive director and shared the below highlights:

- MRMA continues to build partnerships in Sumter County. There will be a hiring event on May 16.
- The Bowling Tournament fundraiser will be this Thursday, May 9. Proceeds from the tournament will be used for CDL scholarships.

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. The Marion County Youth Job Fair was held yesterday and had about 250 young adults from 16-24. It was extremely successful. The recent Citrus County Youth had about 60 young adults attending. We were thrilled to see such a high level of participation in each county.

Experiential Learning Contracts

Cory Weaver summarized each section of the report. Noting the successful completions that lead to employment. Lake Weir High School is working on a construction pre-apprenticeship program that is anticipated to be popular amongst students. The updates from the program will be added to future reports.

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 or 2nd 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 second quarter.

Broadband Grant

Sandra Crawford provided an overview of the grants. The Dislocated Worker Grant that is funding recovery efforts from Hurricane Idalia is having great success in Citrus, Levy and Dixie counties. Community investment in Levy and Dixie counties is nearing \$700,000. The next Broadband class is in June. We are on target for our annual enrollment goal. Outside of the grant program, young adults in the YouthBuild program participated in a broadband class and the residents in Marion County are also being assisted with broadband training.

MATTERS FROM THE FLOOR

None

ADJOURNMENT

There being no further business, the meeting adjourned at 9:22 a.m.

APPROVED:

Executive Director Report

Period covering May 1, 2024 – July 31, 2024

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

- MRMA had to say good-bye to 3 Board Members: Michael Peterson, Hale Products, Mindy Beegle, Dimension Works, and Victoria Mendez, TMRcycling. MRMA has received nominations from the following companies for consideration as new Board Members: Hale Products, Custom Window Systems, and Signature Brands.

Those leaving were for all good reasons – one relocation and the other two – their businesses are booming and no time to commit to the board as they should due to extensive travel and more responsibilities.

- MRMA is diligently seeking one on one meetings with current members to: 1) Introduce myself and 2) Seek feedback on any education needs or issues they need help with. To be able to point them in the right direction or create a program that is tailored to their needs if possible, thru the help of our partners.
- MRMA is meeting with Levy County CTE Director and CTE Teachers August 9th (moved due to hurricane) along with Sam Ajlani, CF Associate Professor for Business & Technology. I will speak to what MRMA offers their partners and Sam will talk to them on how they can create a higher CTE curriculum to provide students with better opportunities upon graduation and give area employers a better talent pipeline to choose from.
- MRMA is setting a planning meeting with its' Learning Series for Today's Leaders committee (formerly known as C-Suite). They will be planning for the 2025 calendar year. This series will be rolled into the MRMA Program of Best Tour Practices. Previously sent out email asking members for feedback on what their companies are facing, what training they need, etc...
- MRMA's Learning Series for Today's Leaders has just confirmed our speakers for the remaining two meetings of the year. These meetings will be held at Golden Ocala and you must be registered to attend.
 - ✓ September 25th will be our Economist Speaker
 - ✓ November 6th will be our Leadership Speaker
- MRMA's Strategic Goals Teams are meeting separately to discuss their goals for the 2025 calendar year. MRMA will hold a separate planning meeting to discuss the new goals. Also meeting will be our Program Committee to plan out 2025 Program Best Practice Tours. Already have Jan/Feb confirmed.

- MRMA is ramping up and putting the finishing touches to the 20th Annual MRMA Golf Tournament on October 17th. This event's sole purpose is to raise funds for educational awareness and to support programs related to manufacturing, engineering, distribution, logistics and supply chain management.
- MRMA had a very successful 2nd Annual Bowling event held in May. Funds collected at this event are used 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. We sent out our flyer and form to each college and have received back applications for consideration.
- MRMA continues to meet with 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. This group is planning its' annual Sumter County Workforce Summit slated for October.
- MRMA is continuing to work in partnership with Career Source and Chamber locations on expanding our presence in Citrus, Levy, Marion, Sumter, and Alachua counties.
- MRMA is working in partnership with CTE Directors in Marion County and Levy County to bring back Manufacturing Day Tours for High Schoolers to tour area manufacturing facilities.



REPORTING PERIOD: JUL 2023 - JUN 2024

ALL CENTER TRAFFIC – 494

One-on-one Appointments Total – 296

Professionals – 172
Students – 124

In Person – 86%
Virtual – 14%

WORKSHOPS CONDUCTED – 32

Internship classes – 8
Healthcare – 8
Information Technology – 5
CoOP Class - 3

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

TOTAL ATTENDANCE FOR WORKSHOPS – 481

Resumes reviewed and feedback provided – 290

CANDIDATE OUTREACH: STUDENTS AND PROFESSIONALS

15 Events – Total attendance for events – 1156

Taylor College: LPN Grads – 70
College of Central FL: Club Rush – 450
TC Open House – 69
College of Central FL: Citrus Preview Day – 125
College of Central FL: Career & Internships Fair – 40

College of Central FL: Career & Business Services – 75
CF Soft Skills Webinar – 75
College of Central FL: Student Adm Preview Night – 200
Lake Weir High School: Career Services – 12
Community Outreach: Career Essentials – 20

CONFIRMED HIRES

30

AVERAGE HOURLY WAGE

\$27.29

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.
- Christopher Wilkinson put my mind at ease by walking me through the steps to improve my resume, enhancing my LinkedIn and exploring several career platforms.
- Sophia Sanford is very knowledgeable as well as very helpful with helping me to update resume and cover letter.
- CF's talent center has gone above and beyond to help. I recommend this service to everyone who has access to it.

PY 23 - 24 Individual Events

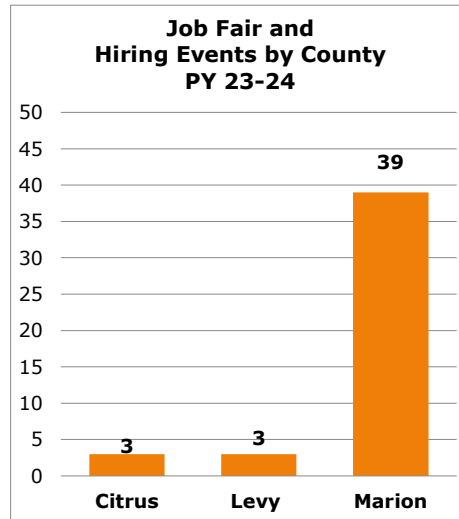
**Total Events: 37
Attendees: 1330
Reported Hires: 320**

PY 23 - 24 Job Fairs

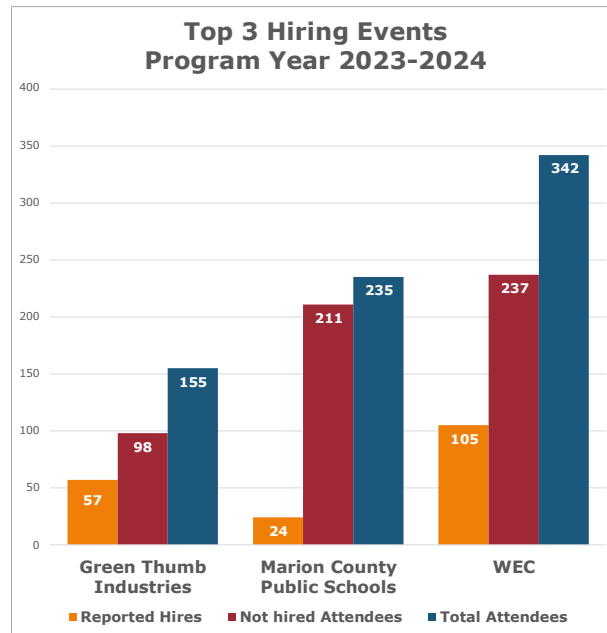
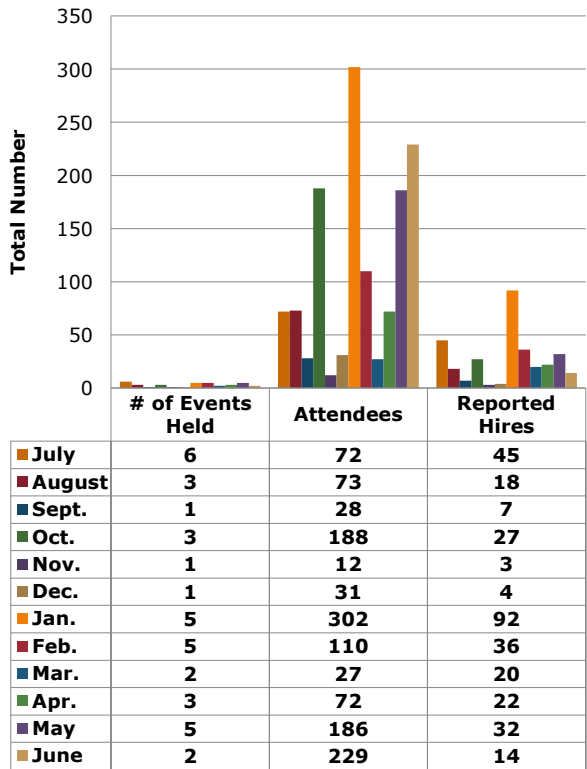
**Attendees: 846
Businesses: 135**

PY 23-24 Partner Job Fairs

**Attendees: 21
Businesses: 18**



Individual Hiring Events



Other Individual Hiring Events 4/2024 - 6/2024

Event Date	Event Name	Event Location	County
4/10	VIP Care Hiring Event	One Health Center	Marion
4/25	Florida Department of Corrections Hiring Event	Marion Correctional	Marion
5/1	Coke Florida Hiring Event	14th Street	Marion
5/15	CSL Plasma Hiring Event	14th Street	Marion
5/21	RealTruck Hiring Event	RealTruck	Marion
5/30	Early Learning Coalition Hiring Event	Early Learning Coalition	Marion
6/25	Citrus Government Hiring Event	Citrus Government Complex	Citrus



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
City of Williston	Utilities	2	\$1,865.30	\$1,865.30	4/29/2024	5/3/2024	Completed - Retained
Nash Plumbing and Mechanical	Construction	1	\$430.00	\$430.00	5/28/2024	5/27/2025	In Progress
Silver Wolf Holdings, Inc	Manufacturing	1	\$9,400.00	\$9,400.00	6/17/2024	6/21/2024	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
Benton Technical	Construction	1	\$3,997.50	\$3,997.50	4/15/2024	7/29/2024	In Progress
Benton Technical	Construction	1	\$3,997.50	\$3,997.50	4/15/2024	7/29/2024	In Progress
Veterans Repair Services	Automotive	1	\$5,000.00	\$14,298.00	4/30/2024	7/23/2024	In Progress
Quest Avionics, Inc	Public	1	\$1,000.00	\$4,590.00	5/1/2024	6/19/2024	In Progress
Benton Technical	Construction	1	\$4,000.00	\$12,000.00	5/28/2024	9/30/2024	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	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
Raney's	Professional	1	\$15.00	5/15/2024	Completed - Not Hired
Housing and Finance Authority of Marion County	Professional/IT	1	\$15.00	6/4/2024	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	Apr-24	May-24	Jun-24		
Citrus	86	32	24	1	1	3	0	6	5	5	2	10	6	3	5	47	189
Citrus - CF	30	7	11	0	1	0	0	0	0	0	0	0	0	1	0	2	50
Levy	22	6	7	1	2	1	0	5	1	0	2	1	2	3	2	20	55
Levy - CF	16	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	23
Marion	140	53	55	7	9	14	28	17	9	9	23	10	19	15	16	176	424
Marion - CF	100	24	37	3	1	5	3	3	1	4	3	2	7	5	10	47	208
TOTAL	394	125	138	12	14	23	31	31	16	18	30	23	34	27	33	292	949

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. Uncovering and Utilizing Your Talents and Skills
6. Communicating Effectively with Customers
7. Becoming More Professional through Business Etiquette
8. Writing Effective E-mails and Instant Messages
9. Interacting with Customers
10. Be a Better Listener
11. How Culture Impacts Communication
12. Difficult People: Can't Change Them, so Change Yourself
13. Abbreviating, Capitalizing, and Using Numbers
14. Business Law and Ethics
15. Self-improvement for Lifelong Success



County Chamber/EDC	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
CITRUS (Citrus Chamber)	4	3	75.00%	4	2	50.00%	4	4	100.00%	4	3	75.00%	4	3	75.00%
MARION (CEP)	4	4	100.00%	4	4	100.00%	4	4	100.00%	4	4	100.00%	4	4	100.00%
LEVY (Nature Coast)			N/A	4	1	25.00%	4	2	50.00%	4	2	50.00%	4	2	50.00%

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**

Eckerd Youth Connects	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
Enrollments	20	27	\$1,595.83	17	25	\$1,595.83	28	27	\$1,595.83						
Measureable Skills Gains	80%	98.50%	\$1,595.83	80%	95.40%	\$1,595.83	80%	94.80%	\$1,595.83						
Employment/Education Retention Rate 2nd Quarter After Exit	75%	79.40%	\$1,595.83	75%	76.80%	\$1,595.83	75%	75.00%	\$1,595.83						
Employment/Education Retention Rate 4th Quarter After Exit	69%	74.50%	\$1,595.83	69%	79.00%	\$1,595.83	69%	78.40%	\$1,595.83						
Credential Attainment Rate	83%	97.80%	\$1,595.83	83%	100%	\$1,595.83	83%	100%	\$1,595.83						
Median Wages	\$2,800	\$4,366	\$1,595.83	\$2,800	\$3,598	\$1,595.83	\$2,800	\$3,299	\$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.

Levy and Dixie:

We have completed enrollments into the NDWG for the shellfish growers.

Total Enrollments: 197 (192 Levy, 5 Dixie)

Work began on March 4 with first cohorts of workers.

We expect the grant to wrap up in December of 2024.

Total community investment to date (through 8/1/2024): \$5,254,159.06

Creating Connections Broadband (Levy County)

Total Enrollments to Date: 24

Total Training Certifications: 70

Total Employed: 9

We have two candidates currently enrolled in On-the-Job Training and 1 in a Paid Work Experience

We have completed 3 Custom Business Trainings with Local Levy County Employers

Upcoming Classes: December 2024, February, June and October 2025