



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

**MINUTES**

DATE: February 12, 2025  
PLACE: 2703 NE 14<sup>th</sup> Street, Ocala, FL 34470  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Al Jones, Chair  
John Murphy  
Kathy Judkins  
Kim Baxley  
Staci Bertrand

**MEMBERS ABSENT**

Darlene Goddard

**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 November 13, 2024, meeting. Kim Baxley seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Dale French updated the committee on the following items:

- The Consortiums of all three workforce regions (CLM, Region 6, and Region 26) have met and agreed to sign off on the regional planning identification application. The regional planning application was submitted to the State and will be on the agenda for the February CareerSource Florida board meeting.
- The Dislocated Worker Grant that is funding recovery efforts from Hurricane Idalia was not renewed and will be ending beginning in March. This grant was very successful with 197 enrollments and a community investment upwards of ten-million dollars. We have been notified that a \$250,000 grant has been awarded for

Hurricane Helene recovery of the aquaculture farmers. This amount will extend the program for an additional week. We are hopeful of receiving additional funding to allow the program to be extended through June 30, 2025.

#### Workforce Issues that are Important to Our Community

Al Jones shared that the auto repair industry has an increased need for workers and attributed the increase due to tax season.

#### Business Services Consultant

Dale French shared that an RFP for a business services consultant was posted and did not receive any bids. We were looking to hire a third party to identify opportunities for improvement in our business services department. Other options will be explored.

#### **PUBLIC COMMENT**

None

#### **ACTION ITEMS**

##### Website RFP

Dale French explained that five website developers submitted their proposals. The proposals were reviewed and scored. The two highest scoring developers were contacted for additional input and the recommendation is to contract with Appleton Creative. They are a local firm in Marion County. There was discussion about security and the development platform. The website will not contain portals for the general public to create accounts or share private information. It was noted that the platform will meet our needs. Kathy Judkins made a motion to proceed with an agreement with Appleton Creative for website development. John Murphy seconded the motion. Motion carried.

#### **PROJECT UPDATES**

##### Event Report

Cory Weaver highlighted items from the Event Report. She noted increased attendance at hiring events and job fairs. She also noted two upcoming job fairs. She invited the committee members to attend the February job fair at MTC in Marion County and the April job fair at WTC in Citrus County. There will also be youth job fairs occurring in all three counties in the next quarter.

##### Marketing and Outreach Report

Laura Byrnes highlighted a variety of marketing activities that occurred in the quarter.

She noted the below:

- The Heart of HR Conference will be held on April 1, 2025, at the Circle Square Cultural Center in On Top of the World. Sponsorship opportunities are available. Johnny C. Taylor, a prominent figure with SHRM will be the keynote speaker. The committee viewed the sizzle reel for the event. Staci Bertrand and Al Jones acknowledged how professional the artwork is for the event.

#### **MATTERS FROM THE FLOOR**

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:44 a.m.

**APPROVED:** \_\_\_\_\_