CAREERSOURCE CITRUS LEVY MARION
Marketing and Outreach Committee

MINUTES

DATE: October 28, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT	MEMBERS ABSENT
Al Jones	
April Brown	
John Murphy	
Lisa Varner	

OTHER ATTENDEES

Rusty Skinner, CSCLM	Melissa Saco, CSCLM
Cory Weaver, CSCLM	Cira Schnettler, CSCLM
Laura Byrnes, CSCLM	

CALL TO ORDER
The meeting was called to order by John Murphy, Chair at 9:02 a.m.

ROLL CALL
Cira Schnettler called roll, and a quorum was declared present.

APPROVAL OF MINUTES
Al Jones made a motion to approve the minutes from the August 12, 2026, meeting. Lisa Varner seconded the motion. Motion carried.

DISCUSSION ITEMS
State Update
Rusty Skinner updated the committee on the following items:

- The State has updated Letter Grades and Indicators of Performance reports. We are happy to report that we are consistently gaining strides in all areas and have requested a re-evaluation of our performance improvement plan.

Workforce Issues that are Important to Our Community
John Murphy asked about any foreseeable legislative issues. Rusty Skinner explained that the State may be evaluating a more unified regional map. He noted that the local plan along with an addendum for regional planning will be submitted to the State.

PUBLIC COMMENT
No Public Comment

ACTION ITEMS
None

PROJECT UPDATES
Williston Airport
Rusty Skinner explained the project is moving forward, and efforts are setting the stage for mapping out capital improvements. We will be contributing to the project with labor market information.

Event Report
Melissa Saco reviewed the report and encouraged committee members to attend upcoming events.

Website Re-Design
Laura Byrnes stated efforts are underway to wrap up the new website, and it will be launched next week.

Marketing and Outreach Report
Laura Byrnes reviewed the report and summarized priority projects.

MATTERS FROM THE FLOOR
John Murphy shared that the Citrus County Chronicle is expanding their video content and invited CLM to share partner videos with them for broadcasting.

ADJOURNMENT
There being no further business, the meeting was adjourned at 9:36 a.m.

APPROVED: _____