



CAREERSOURCE CITRUS LEVY MARION Marketing and Outreach Committee

MINUTES

DATE: February 11, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
Darlene Goddard
John Murphy
Staci Bertrand

MEMBERS ABSENT

Kathy Judkins

OTHER ATTENDEES

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

Cira Schnettler, CSCLM
Melissa Saco, CSCLM
Landon Harrar, Levy BOCC

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 12, 2025, meeting. Staci Bertrand seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- TEN 10-23, Change 1 delays requirements that Wagner Peyser specific services be managed by State staff only. This would be a monumental change to how we currently handle our business outreach through our business services team. We will be looking at beginning to implement the upcoming requirement as we begin planning for the upcoming program year. This committee will be kept updated as changes are implemented by the State and how we will propose implementation.
- CareerSource Florida will continue to move toward performance driven letter grade metrics with a focus on apprenticeship and enrollment. To meet these new standards, we will look at restructuring towards a more workforce development

and training approach versus a job placement approach. We will be discussing different strategies for receiving registration and placement data at hiring events and job fairs. We have met with the Citrus Chamber and Marion County CEP to request assistance with the rebranding.

Workforce Issues that are Important to Our Community

John Murphy shared that the Citrus Chamber sent a workforce survey out to the Chamber membership. Rusty Skinner shared that the Chamber provided the survey for our preview before it was released.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport

Rusty Skinner explained that the EDA grant request has been submitted, and we are awaiting a response. In the meantime, we are working on the marketing strategy and created video content that can be shared to target middle and high school students. Staci Bertrand shared that Hernando County has developed a space, aerospace, and aviation program that has been successful. They may be able to provide some insight into launching a program in our region. John Murphy shared that WTC in Citrus County is offering an aviation mechanic program. Rusty Skinner shared that MTC in Marion Count is also offering a mechanic program. Having dual programs in the region will provide robust opportunities for training for all three counties.

Event Report

Melissa Saco highlighted items from the Event Report.

Website Re-Design

Dale French explained that we are in the final stretch of website development and launch is anticipated for March.

Marketing and Outreach Report

Dale French highlighted items that the marketing team is actively working on.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:51 a.m.

APPROVED:_____