



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

**MINUTES**

DATE: August 12, 2026  
PLACE: 2703 NE 14<sup>th</sup> Street, Ocala, FL 34474  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Al Jones  
April Brown  
John Murphy  
Lisa Varner

**MEMBERS ABSENT**

**OTHER ATTENDEES**

Dale French, CSCLM  
Cory Weaver, CSCLM

Melissa Saco, CSCLM  
Cira Schnettler, CSCLM

**CALL TO ORDER**

The meeting was called to order by John Murphy, Chair at 9:00 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 May 13, 2026, meeting. April Brown seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Dale French updated the committee on the following items:

- We will be meeting with Adrienne Johnston when she visits the area on August 18.
- We are working on the 2-year modification of the WIOA plan.
- The upcoming FWDA Summit will be held from September 16 through September 18.
- The State has not released updated regional performance numbers. We anticipate seeing improvements in performance since implementing new strategies.

### Workforce Issues that are Important to Our Community

The committee members discussed challenges in filling positions in their respective businesses.

### **PUBLIC COMMENT**

No Public Comment

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

#### Williston Airport

Dale French informed the committee that the workforce study has been completed. A follow-up meeting has been scheduled to review the results and develop a plan for next steps.

#### Event Report

Melissa Saco highlighted items from the Event Report. She noted new strategies have been developed to attain more data from attendees to improve performance goals.

#### Website Re-Design

Dale French stated that the website preview site is currently under review, with the finalized website anticipated to launch in October.

#### Marketing and Outreach Report

Dale French reviewed the report. He noted the businesses that have provided testimonials in short form videos. We are pivoting our messaging to highlight experiential learning opportunities.

### **MATTERS FROM THE FLOOR**

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:32 a.m.

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