



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

MINUTES

DATE: May 13, 2026
PLACE: 2703 NE 14th Street, Ocala, FL 34474
TIME: 9:00 a.m.

MEMBERS PRESENT

Al Jones, Chair
John Murphy
Kathy Judkins
Lisa Varner

MEMBERS ABSENT

Darlene Goddard
Staci Bertrand

OTHER ATTENDEES

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

Melissa Saco, 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 February 11, 2026, meeting. Kathy Judkins seconded the motion. Motion carried.

DISCUSSION ITEMS

State Update

Rusty Skinner updated the committee on the following items:

- Initial budget allocations have been released, and the preliminary budget will be brought before the next Executive meeting.

Workforce Issues that are Important to Our Community

No issues were shared.

PUBLIC COMMENT

No Public Comment

ACTION ITEMS

None

PROJECT UPDATES

Williston Airport

Strategic planning for the airport is moving forward despite the EDA grant request still being reviewed. Phase 1 of the labor market study is complete, and Phase 2 has an anticipated completion by the end of June. We are happy to report on the success of nine Levy County students which have enrolled in the drone program that CF is hosting. This short-term training program ends in July.

Event Report

Melissa Saco highlighted items from the Event Report.

Website Re-Design

Laura Byrnes reviewed updates on the website redesign. Phase 1 is complete, and Phase 2 is in development with an anticipated completion date in June. A launch date has not yet been set.

Marketing and Outreach Report

Laura Byrnes reviewed the report included. She noted that the brand refocus will primarily be a messaging shift toward workforce development. Efforts will include utilizing social media outreach, marketing to youth, and promoting short-term training opportunities. Kathy Judkins added that she heard positive feedback on the Heart of HR Conference and recognized the efforts of organizing a local event.

MATTERS FROM THE FLOOR

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:30 a.m.

APPROVED: _____