

MINUTES OF THE MEETING
OF
CAREERSOURCE FLAGLER VOLUSIA

August 18, 2017

A Meeting of the Board of Directors of CareerSource Flagler Volusia, was called to order at 9:00 a.m., on the 18th day of August, 2017 at the Administrative office of the organization, located in the City of Daytona Beach, in the State of Florida, pursuant to written notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Kent Sharples Chaired the meeting and Ms. Ann Lesizza served as Recording Secretary. Dr. Sharples first introduced two new Board members, Ms. Mary Jo Allen and Mr. Mark Lanham and then requested introductions and the Recording Secretary noted each person present.

The following members were present:

Ms. Mary Jo Allen, Executive Director – Halifax Health Hospice
Ms. Nancy Bradley, Administrator – Daytona College, LLC
The Honorable Joyce Cusack, At-Large Representative – Volusia County Council
Mr. Robert Davis, President – Lodging & Hospitality Association of Volusia County
Mr. Rob Ehrhardt, Director – Volusia County Division of Economic Development
Mr. Daniel Hunt, Business Manager – IBEW Local Union 756
Mr. Mark Lanham, Manager – Walgreens
Dr. Tom LoBasso, President – Daytona State College
Dr. Aubrey Long, Vice President – Bethune Cookman University
The Honorable Donald O'Brien, Commissioner – Flagler County Board of Commissioners
Mr. Bret Schmitz, President – Hudson Technologies
Mr. Andrew Spar, President – Volusia United Educators
Ms. Cheryl Tanenbaum, SVP & CFO – Intracoastal Bank
Dr. Kent Sharples, President – CEO Business Alliance
Ms. Helga van Eckert, Executive Director - Flagler County Department of Economic Development
Mr. Carlos Valderrama, Manager – Valderrama Partners, LLC
Mr. Tyrone Walker, Human Resource Generalist – Raydon Corporation
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group
Mr. Reginald Williams, Vice President – Neighbor to Family, Inc.

The following guests were also present:

Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Ms. Ann Lesizza, Chief Administrative Officer – CareerSource Flagler Volusia
Mr. Charles Howell, Vice President – CareerSource Flagler Volusia

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Ms. Christine Sikora, Vice President - CareerSource Flagler Volusia
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Jennifer Campbell, Chief Financial Officer – CareerSource Flagler Volusia
Ms. Kathy Spencer, Director of Business & Career Services – Case Management, Inc.
Ms. Donna Runge, Administrator – Dept. of Economic Opportunity
Mr. Howard Johnson, Data Manager – Eckerd Workforce Development Services
Mr. James Finch, Workforce Administrator – Florida Dept. of Economic Opportunity*
Ms. Kim Houghton, Supervisor – Division of Vocational Rehabilitation
Ms. Phyllis Heath, District Administrator – Division of Blind Services
Mr. Jeff Whitehead, District Administrator – Division of Blind Services
Ms. Terri Titus, Senior Rehabilitation Specialist – Division of Blind Services
Ms. Lisa Wise, Senior Rehabilitation Specialist – Division of Blind Services
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber
Mr. Ken Phelps, Events Director – Daytona Regional Chamber
Ms. Zina Grau, Personal Insurance Advisor – Brown & Brown Insurance
Ms. Lily Tuggle-Weir, Marketing Specialist – Flagler County Dept. of Economic Opportunity
Mr. Howard Johnson, Data Manager – Eckerd Workforce Development Services
Mr. Matt Chesnut, Business Development Manager – Team Volusia Economic Development Corporation
Mr. Mack Thomas, Program Manager - Eckerd Workforce Development Services
Ms. Jenny Strumbus, Business & Community Development Manager – Career Steps, Inc.
Ms. Jamie Newcomb, Professional Services Coordinator – Career Steps, Inc.
Ms. Judy Brown, Innovation and Processes Manager – Career Steps, Inc.
*via Conference Call

Dr. Kent Sharples called the meeting to order and asked if there was anyone who wished to make a public comment, there being no public comment he advised that next item on the Agenda was the Consent Agenda.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Board approved the Consent Agenda as presented.

The next item for review by the Board was approval of the Related-Party Agreements. Mr. Bret Schmitz, President of Hudson Technologies abstained from any discussion and vote for the Hudson Technologies related-party agreements.

2. After discussion, upon motion duly made, seconded and unanimously carried, with Mr. Bret Schmitz abstaining, the Board approved the related-party training agreements with Hudson Technologies.

Next, the Board reviewed Related-Party Training Agreements with LCP Machine, Inc. Mr. Sean Lafferty, President of LCP Machine, Inc. was not present at the meeting.

3. After discussion, upon motion duly made, seconded and unanimously carried, the Board approved the related-party training agreements with LCP Machine, Inc.

Dr. Sharples called attention to the next item on the Agenda, the Annual Performance Report from the Florida Department of Economic Opportunity and he introduced Mr. James Finch, Workforce Services Administrator. Mr. Finch presented the report via webinar and the PowerPoint presentation was added to the CareerSource Flagler Volusia webpage following the presentation. Mr. Finch explained that they were providing the reports remotely to save on travel expenses. He stated that his department was responsible for the statewide reporting of all the performance measures and monitoring of the programs. Mr. Finch provided a brief overview of the structure of the Department of Economic Opportunity, its responsibilities and a picture of the statewide funding. He next reported on the performance measures and stated that CareerSource Flagler Volusia did very well. The Board members congratulated Ms. King and the staff for the outstanding report from the State.

Dr. Sharples announced that there were two presentations for the Board and guests. The first was the Daytona Chamber CEO Challenge. He explained that Ms. Nancy Keefer from the Daytona Chamber had asked both he and Mr. Keith Norden from Team Volusia Economic Development Corporation what the Leadership Group could work on for their 2017 project. They suggested the group come up with a plan of how to retain the graduates of our local institutions to ensure the future workforce and local economic development. Ms. Nancy Keefer addressed the Board members and stated that Leadership Daytona is a program of the Chamber and they recently graduated the 37th class. She introduced Mr. Ken Phelps and Ms. Zina Grau to present the CEO Challenge results. Mr. Phelps addressed the group and presented the process of how the group approached the problem. The group developed "Volusia Proud". They asked the question why they cannot retain the graduates; a problem for decades. They looked at the perceptions of the County; Bikeweek, Spring Break, Tarnished Jewel (a five-day editorial by the News Journal) and the idea that the area lacks certain cultural amenities. They wanted to develop a way to send the message that would point out the realities of the community. The natural resources, the fantastic downtowns, great culture, restaurants, a network of higher education institutions, not to mention the best beaches in the world. They developed a concept video along with creating a webpage "Volusia Proud" and a social media presence. He demonstrated how the hashtag eliminates the various city and entity concerns regarding the ability to maintain their

identity while being a part of the “Volusia Proud” concept. Next, Ms. Zina Garu discussed the retention piece of their program.

Ms. Garu explained that there is a great disconnect between the students who come here from all over the world for their education and the local businesses. After researching the various mentorship programs at the schools, the group discovered that the mentorships were only school focused. They developed a plan to partner a student with a business mentor. The goal is to make the student feel at home in Volusia County and find future employment here in our community. The group is planning to run the program for seven months and the kick-off event is scheduled September 14th and there are 19 students already on board.

Dr. Sharples called on Ms. Helga van Eckerd to provide the second presentation. She addressed the Board members and guests and stated that last year the Flagler Department of Economic Opportunity received a grant from CareerSource FV to address the issue of retaining and recruiting for businesses. She reported that employers in Flagler County were experiencing the same problems as Volusia in attracting and keeping employees. Ms. van Eckerd introduced Ms. Lily Tuggle-Weir, Marketing Specialist for the Flagler County Department of Economic Development. Ms. Tuggle-Weir provided a brief personal background and explained their program. She explained that when they first applied for the grant it was in response to a workforce deficiency identified in the CareerSource Flagler Volusia Talent Gap Analysis. They developed a campaign that was industry-need driven and incorporated talent recruitment for Flagler County. Flagler County needed to address the misconception that the community was only for retirees. The target of the campaign was to challenge the misconceptions. Ms. Tuggle-Weir provided a PowerPoint presentation demonstrating the Flagler County Because You Can marketing program. She explained the target market was job seekers age 18 to 50 with emphasis on recent graduates and older millennials. They identified the industries where the gaps were noted: healthcare, hi-tech advanced manufacturing, and teaching positions. They focused on the beauty of Flagler County from the perspective of people who live in Flagler. Their campaign was divided into two categories; one digital marketing, a web page to direct people to paired with an app and YouTube pages. The secondary advertising was billboards, word-of-mouth and community-driven campaigns. Ms. Tuggle-Weir discussed the website and their registered domain, “Because You Can”. They developed a model that was more user-driven, allowing individuals to select their own options. Next, they condensed the webpage information and created a mobile app; Flagler Can. The app highlights all the community events, jobs available and business information.

Next, Dr. Sharples called attention to Item VI on the Agenda, the Executive and Finance Committee minutes from July 19, 2017 and stated that he hoped the members had an

opportunity to review the actions of the Committees. Briefly, he summarized that we need to accumulate 2018-2019 carry-forward funds in this year. Dr. Sharples stated that effective September 1, 2017, we will be reducing the footprint of the Daytona Career Center by about 3400 square feet and closing the computer lab. He also mentioned that we are seeing better outcomes with short term training. Dr. Sharples requested that the Board members ratify the actions of the Executive and Finance Committees.

4. Upon motion duly made, seconded and unanimously carried, the Board ratified the July 19, 2017 actions of the Executive and Finance Committees.

Ms. Robin King addressed the Board members and reported that the CareerSource Flagler Volusia team had been working on a resource that went live on June 1st. She called attention to our home page and the icon called Talent Opportunity Mapping. The mapping will provide a business with the number of individuals in our system available by area who could fill a position. Ms. King stated that this was an example of how information will be presented in the future.

Next, Ms. King offered her thanks to those members who were able to attend the roundtables that were held. On August 7th, Senator Hukill, Representative Henry, Representative Santiago and staff from Senator Simmons office attended the Orange City Roundtable. The following week, in Flagler, there was representation from Senator Rubio's office, Senator Nelson's office and Representative Renner. It was a live version of our annual report. The rooms were set so that the legislators were on one side and consumers were on the other. Speakers included veterans, businesses, ProNet customers, and customers who had used our services.

Dr. Sharples commended the Chairs of the Career Pathways Committee and the Industry Demand Connection Committee for the work being done in those committees.

Ms. Ann Lesizza announced to the Board members that the new Board Orientation is up and running on our webpage and contains very useful information for the Board.

There being no further business to come before the meeting, it was adjourned.

Recording Secretary