

**MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
INDUSTRY DEMAND CONNECTION COMMITTEE  
April 4, 2018**

A meeting of the CareerSource Flagler Volusia Industry Demand Connection Committee was called to order at the Administrative Office of the organization located at 329 Bill France Blvd., in the City of Daytona Beach, in the State of Florida, at 9:00 a.m. on the 4<sup>th</sup> day of April 2018, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary.

The following members of the Industry Demand Connection Committee were personally present:

Ms. Nancy Keefer, President & CEO - Daytona Regional Chamber of Commerce  
Dr. Aubrey Long, Vice President of Business and Community Development – Bethune-Cookman University  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group

The following guests were also present:

Mr. Brad Harris, Business Manager – Volusia County Economic Development  
Mr. Charlie Howell, Vice President Business Development & Technology – CareerSource Flagler Volusia  
Mr. Howard Johnson, Data Manager – Eckerd Connects  
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.  
Ms. Donna Runge, Region 11 Administrator – Department of Economic Opportunity  
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions – CareerSource Flagler Volusia  
Ms. Kathy Spencer, Director of Business and Career Services – Case Management, Inc.  
Mr. Brian Willard, Program Manager – Road to Success \*  
Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

\* via conference call

Dr. Long brought the meeting to order and asked for everyone to introduce themselves. Next, he called for a motion to approve the minutes from the February 7, 2018 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Industry Demand Connection Committee approved the minutes.

The next item on the agenda was an update on workforce attraction. Mr. Charlie Howell advised that the Board had approved the creation of a Workforce Attraction Taskforce

that would bring all partners to the same table to discuss how to retain the workforce within our area, including recent graduates from our local training institutions. He advised that staff have been meeting with key stakeholders and economic development agencies to solicit ideas and advice on how to attract and retain talent within our local area. Mr. Howell advised that we are currently working to engage the multiple young professional groups and our educational partners. Additionally, Mr. Howell advised that another initiative that coincides with workforce attraction is our involvement with the entrepreneurial community which assists in drawing new business startups to the area. He mentioned that an entrepreneurial summit is currently being organized and will be held at the UCF Incubator. A discussion ensued on hospitality occupations and if certifications provide any advantage to workers.

Next, the Committee was provided with an update on the online business workshops. Mr. Howell and Ms. Christine Sikora presented a guided look at the workshops available on the website. Mr. Howell stated that the current workshops we have created were publicly-funded and cannot be sold. He advised that after researching, we presented a plan to the Board to divert \$37,000 of unrestricted funds into a separate entity. Mr. Howell advised that we continue to research the best way to structure this endeavor. He stated that we looked at creating a separate company, and the issues associated with doing so. Mr. Howell advised that there is a company operating career centers in Michigan that has created a successful for-profit model which is set up to run alongside normal operations. Mr. Howell advised that we recently went out for bid and acquired a new auditor; we will be asking for their advice in addition to speaking with our legal team.

The Committee was provided with worksheets listing relevant business topics. Mr. Howell asked them to select three topics and rank them in the order of priority. A question was raised on who was the intended audience. Mr. Howell replied that the trainings would be geared towards businesses. He explained that the current plan is to cut out a portion of time from our multimedia designer and have her use that time to work on the videos outside the office and not use our resources. He advised that everything had to be kept separate so that her work for the for-profit would not conflict or blur into our day-to-day, publicly-funded activities in any way. Dr. Long mentioned that originally, there had been a discussion on creating another non-profit, and asked if that idea was off the table. Mr. Howell replied that it was still a possibility, but we will require legal counsel first to determine its validity.

The next item on the agenda was to discuss the Spring Sector Focus Groups. Mr. Howell stated that the State has told us we should be receiving the business survey results soon. He advised that Department of Economic Opportunity has compiled the data and sent it to CareerSource Florida to finish and determine how the data will be presented. Mr. Howell advised that the data for our region will be used in the focus groups to start the conversation and find out if the industries agree with the survey results, as well as whether there were any concerns that were not included. He advised that Darrell Hamsten from the Small Business Development Center and Ray Peters from Flagler's Business Assistance Center will be the third-party facilitators for the focus groups. The Committee was informed that staff was looking for agenda item suggestions for the focus groups, and they were asked to send their ideas to Ms. Robin King.

The last item on the agenda was to discuss old business or other items. Mr. Howell stated that a Board member had suggested that our Business Services team receive sales training to engage more effectively with local businesses. He advised that Ms. Kathy Spencer and her team attended a sales training seminar at Stetson University, and he asked her to speak about the experience. Ms. Spencer stated that it was one of the best trainings she and her team had attended. She advised that the first part of the morning was spent learning about effective selling including techniques such as peer coaching and motivational interviewing. Ms. Spencer stated that in the afternoon, they participated in videotaped roleplays so they could watch the mannerisms and the techniques they had learned in action. She advised that her team came back to the office and shared what they learned with other staff and have decided to create a script to ensure a consistent message when speaking with employers.

Mr. Howell stated that as part of the workforce attraction initiative, we have been asked to assist with recruiting volunteers to speak to high school seniors in the academies. The volunteers would speak to the students about their past or current industry. He advised that having a speaker that can provide an inside look at an industry has a larger impact on the students. Mr. Howell asked the Committee to send volunteer requests directly to Ms. King.

The Committee's attention was directed to the bookmarks they received. Mr. Howell advised that the bookmarks provide the website address where they may view the workshops we have listed for customers. He encouraged them to look at some of our training courses to get a feel for what our business workshops will look like.

A discussion ensued on a student's career choices. Mr. Bard Harris advised that a study was conducted that showed parents are the number one influencer of a student's career

path. He stated that while there is a lot of effort to orientate young adults, he would suggest finding ways to engage parents as well. Ms. Sikora confirmed that this was a known challenge for the manufacturing industry because parents imagine the dirty facilities and low wages from factories many years ago, and it remains a struggle to change that perception.

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

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Recording Secretary