

MINUTES OF THE MEETING  
OF  
CAREERSOURCE FLAGLER VOLUSIA

JANUARY 15, 2021

A Meeting of the Board of Directors of CareerSource Flagler Volusia was called to order at 9:00 a.m., on the 15<sup>th</sup> day of January 2021 at the Administrative office of the organization, located at 329 Bill France Blvd., 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.

Ms. Cheryl Tanenbaum Chaired the meeting and Ms. Jennifer Gosling served as Recording Secretary. At the Chair's request, the Recording Secretary called the roll and noted each person present.

The following members of the Board were present via Microsoft Teams:

Ms. Elizabeth Albert, President – Volusia United Educators  
Ms. Mary Jo Allen, Chief Nursing Officer – Halifax Health  
Ms. Nancy Bradley, Administrator – Daytona College, LLC  
The Honorable Barbara Girtman, Councilwoman – Volusia County Council  
Mr. Arthur Loeffler, CFO – Dynamic Engineering Innovations, Inc.  
Dr. Aubrey Long, Owner – Long Global Enterprises  
Mr. Matthew Nelson, Business Manager – IBEW #756  
The Honorable Donald O'Brien, Commissioner – Flagler Board of County Commissioners  
Dr. Kent Sharples, President – CEO Business Alliance  
Mr. Bret Schmitz, Co-Founder – Happier, LLC  
Ms. Cheryl Tanenbaum, SVP & CFO – Intracoastal Bank  
Mr. Carlos Valderrama, Manager – Valderrama Partners, LLC  
Ms. Helga van Eckert, Director – Volusia County Division of Economic Development  
Mr. Tyrone Walker, District Leader – Primerica  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group  
Ms. Angie White, Area Director – Vocational Rehabilitation

The following members of the Business Development and Career Pathways Committees were present via Microsoft Teams:

Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools  
Mr. Greg Blose, CEO/President – Palm Coast Regional Chamber  
Ms. Courtney Edgcomb, President – United Way Volusia-Flagler Counties  
Mr. Brad Harris, Business Manager – Volusia County Economic Development  
Ms. Dawn Harris, Managing Director of Diversity and Inclusion – NASCAR  
Ms. Kim Houghton, Supervisor – Vocational Rehabilitation  
Mr. Howard Johnson, Data/EFM Manager - Eckerd Connects

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Ms. Nancy Keefer, President & CEO – Daytona Regional Chamber of Commerce  
Ms. D.J. Lebo, Executive Director – Early Learning Coalition of Flagler and Volusia  
Mr. Keith Norden, President & CEO – TEAM Volusia  
Mr. Shailesh Patel, President – Dredging and Marine Consultants  
Mr. Ken Phelps, Vice President of Resource Development – Daytona Beach Regional Chamber of Commerce  
Ms. Heather Shubirg, Executive Vice President – Team Volusia  
Ms. Renee Stauffacher, Director – Flagler County Schools/Technical Institute  
Dr. Sherryl Weems, Associate Vice President – Daytona State College  
Mr. Chris Wimsatt, Vice President of Business Recruitment – Team Volusia

The following guests were present via Microsoft Teams:

Ms. Selina Ahmadzadeh, Business & Career Services Manager – Case Management, Inc.  
Ms. Lynda Beach, IT Technician – CareerSource Flagler Volusia  
Ms. Barbara Beaulieu, Lead WIOA Program Specialist – CareerSource Flagler Volusia  
Mr. Remie Beaulieu, Senior Network & Systems Engineer – CareerSource Flagler Volusia  
Ms. Jennifer Campbell, Chief Financial Officer – CareerSource Flagler Volusia  
Ms. Jenn Hale, Program and Monitoring Manager – CareerSource Flagler Volusia  
Ms. Angela Hamilton, Workforce Policy Analyst – CareerSource Flagler Volusia  
Ms. Bridget Hernandez, Lead Monitoring Specialist – CareerSource Flagler Volusia  
Mr. Charles Howell, Vice President-Business Development & Technology – CareerSource Flagler Volusia  
Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Ms. Nancy Larsen, Finance/Administrative Services Specialist – CareerSource Flagler Volusia  
Ms. Ann Lesizza, Chief Administrative Officer – CareerSource Flagler Volusia  
Ms. Velma Lowe, Managing Director of Operations – Career Steps Inc.  
Ms. Angie March, Lead Young Adult Program Specialist – CareerSource Flagler Volusia  
Mr. Chris McDermott, CTE Coordinator – Flagler Technical College  
Ms. Trish McGetrick, Business Development Specialist – CareerSource Flagler Volusia  
Ms. Loren McGinley, Accounting/LMI Specialist – CareerSource Flagler Volusia  
Ms. Jamie Newcomb, Professional Services Coordinator – Career Services, Inc.  
Mr. Theodore Pobst, District 6 Administrator – Division of Blind Services  
Ms. Donna Runge, Administrator – Department of Economic Opportunity  
Ms. Christine Sikora, Vice President-Innovative Workforce Solutions - CareerSource Flagler Volusia  
Ms. Kathy Spencer, Director of Business & Career Services – Case Management, Inc.  
Ms. Jenny Stumbras, Business & Community Development Manager – Career Steps, Inc.  
Mr. Chanh Tran, Database and Web Administrator – CareerSource Flagler Volusia  
Ms. Valerie Uy Ignacio, Senior Multimedia Designer – CareerSource Flagler Volusia  
Dr. Deanna Wathington, MC, MPH, FAAFP, Principal – Joyfull Works and Consulting, LLC

Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Ms. Tanenbaum called the meeting to order and stated that the first item of business was the review for approval of the Consent Agenda. Ms. Tanenbaum reviewed the items on the Consent Agenda and requested a motion to approve.

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

Ms. Tanenbaum advised that at this meeting, the Board would continue the equity conversation that began in August 2020. She introduced Dr. Deanna Wathington, the facilitator for this discussion. Dr. Wathington began by having the Board and Committees consider common “blink factors” which are characteristics for how individuals perceive others within the first few seconds of meeting them. She discussed the definitions of Diversity, Equity, and Inclusion (DEI) and showed examples of how businesses are using these definitions to draft DEI Statements that ensure their companies have these principles at the forefront of their business practices. Dr. Wathington led the Board and Committees through an exercise to examine their diversity, as well as understanding and identifying different forms of bias. She stated that there was an Implicit Association Test from Harvard University that can be taken to uncover unconscious bias. She provided the link and encouraged everyone to take the test.

Dr. Wathington discussed the differences between equality and equity. She advised that equality means each person or group is given the same resources or opportunities, while equity recognizes that each person has different circumstances and allocates the resources and opportunities needed to reach an equal outcome. Dr. Wathington discussed the correlation of a lack of equity with governmental and community resources and how that affects many areas of life, including the determinates of health.

Ms. Tanenbaum thanked Dr. Wathington for her facilitated discussion and insights. She advised that as we learn more about equity and how to review our services and programs, it could be beneficial to hear directly from other businesses who have successfully implemented DEI initiatives. Ms. Tanenbaum introduced Ms. Dawn Harris, the Managing Director of Diversity and Inclusion for NASCAR. She asked Ms. Harris to share the DEI initiatives her company has in place. Ms. Harris stated that people are often surprised to learn that NASCAR has a diversity department; however, the company has had a focus on diversity for around twenty years. She stated that part of her group’s goal is to elevate the diversity and inclusion conversation within the sport of NASCAR racing. The Board was shown a video that illustrated NASCAR’s dedication to the DEI initiative.

Ms. Harris advised that NASCAR is a private, family-owned business and in 2019 they acquired International Speedway Corporation. She stated through the France family’s leadership and commitment to Daytona Beach, they have made it known throughout the industry that they want racing to be more diverse and inclusive. Ms. Harris advised that

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internally, they have several initiatives in place. She stated that the NASCAR Diversity Internship Program has been in place for over twenty years, and approximately twenty-five to thirty-five college students intern with NASCAR every year. She commented that this has decreased during the COVID-19 pandemic. Ms. Harris advised that the goal of the internship program is to onboard the students into full-time employment after graduation, either with NASCAR or with one of their sponsors. She advised that NASCAR has a Driver and Crewmember Development Program which has a focus on developing women and diverse populations for these positions. Ms. Harris advised that the program offsets some of the expenses associated with racing to help lower the point of entry into the sport. She stated that due to the pandemic, NASCAR's last Allstar race went virtual through the iRacing platform. Ms. Harris stated that what they learned from that experience was that e-racing and gaming platforms are another way to make racing more accessible to diverse drivers and fans.

Ms. Harris advised that in addition to these programs, NASCAR is committed to introducing the sport to new fans. She stated that they have implemented industry-wide DEI training which includes all national series drivers, crew members, and team owners; a separate training is given to staff who have direct contact with fans. Ms. Harris spoke about two other initiatives. She advised one initiative is the Heritage History Series which was developed to showcase both current and historical figures in racing and make NASCAR's diversity and inclusion visible to the public through storytelling. Mr. Harris stated that the second new initiative was for Black History Month; they will be posting a conversation with Mr. Bill Lester, a retired African American driver from the truck series who has been the only African American to win the Rolex 24 truck series event. She stated that he was an engineer who transitioned to become a driver, and he has a book coming out next month which will be showcased by NASCAR. Ms. Harris extended an invitation to everyone to attend the virtual event next month. Ms. Robin King advised that Ms. Harris was having technical issues and was disconnected from the call. She advised that she would get the event information from Ms. Harris and forward to the Board and Committees after the meeting.

Next, Ms. King presented the first session of the Board and Chief Local Elected Officials (CLEO) Training. She advised that our agreement with the Department of Economic Opportunity (DEO) requires all Board members and our CLEOs to take a Board Orientation training, and our online course was recently reworked. Ms. King advised that there are five modules, and one module would be reviewed at each Board meeting until completed. She led the Board and CLEOs through Module 1: Introduction and The Workforce System which provides training on understanding on how the workforce system is structured, the composition of the Board, and the Role of the Counties. Ms. King encouraged the Board members and CLEOs to go to the website and review each module more in-depth and to contact her if they have any questions. She advised that Module 2: Ethics and Transparency would be covered at the March 26<sup>th</sup> Board meeting.

Ms. Tanenbaum thanked Ms. King for her overview. She advised that in the sub-grantee agreement with DEO it states that we are responsible for training our CLEOs on the Volusia County Council and Flagler County Commission. Ms. Tanenbaum asked for

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Councilwoman Barbara Girtman and Commissioner Donald O'Brien's insight on how to present this information to the Counties and requested that they discuss this further with Ms. King.

Next on the agenda was the Chair's Comments. Ms. Tanenbaum advised that she did not have any specific comments to make as Chair this morning. Ms. King asked if there were any Board comments on the earlier presentations and if the Board wished to continue the equity conversation at future meetings. The Board confirmed that they would like to continue the conversation.

Ms. King asked Ms. Girtman to provide an update on the Youth Employment Training Initiative (YETI) Committee. Ms. Girtman reported that at the last YETI meeting, the Committee reviewed and approved an agreement with the Boys and Girls Club of Flagler and Volusia Counties and discussed outreach efforts to many of the local mentoring programs. She advised that Ms. Helga van Eckert is assisting with researching funding opportunities that may be available through the County of Volusia. Ms. Girtman reported that the Committee anticipates receiving monthly reports from the Boys and Girls Club on the progress and effectiveness of their program. She stated that she appreciated having the equity presentation today and that the conversation was inclusive of all individuals.

Ms. Tanenbaum turned the meeting over to Ms. King for the President & CEO comments. Ms. King provided an update on the Career Centers. She reported that all three Centers remain open by appointment only. Ms. King advised that the number of customers has remained about the same and the work requirement for the Welfare Transition and Supplement Nutrition Assistance Programs is waived until the end of January. Additionally, the work search requirement for claimants receiving Reemployment Assistance is waived until February. Ms. King advised that appointments through the Centers have been predominantly for individuals seeking to file or claim the weeks. She stated that staff have a table set up outside of the Centers for walkups and have maintained a full schedule of online orientations for individuals seeking information about our services. Ms. King advised that case management continues to be provided virtually, and we have met with a team from the First Step Shelter to discuss how we can provide more services virtually.

Ms. King advised that we received a grant from the Truist Foundation to provide services from September to December 2020 for jobseekers and newly hired individuals. She advised that with the Truist grant, we provided transportation, clothing for job interviews, tools for new jobs, and other wraparound services to eliminate barriers job seekers were facing. Ms. King advised we will be looking at what those gaps were and present a plan to the Executive Committee in February to determine if there may be areas where regular allocations could be used. Ms. King stated that statewide, enrollments in training are down forty percent and regular allocations are not being spent normally. She advised that this presents an opportunity for us to be more equitable with our services for those who are in greater need.

Ms. King advised that we have received a second Truist grant, and we will be creating a series of videos for Dislocated Workers. She stated that next month, we are hosting a Contextual Leadership course via zoom and several Board members have agreed to take part. Ms. King explained that the videos will be broken into smaller segments and hosted on our training site.

Ms. King advised that included in the agenda packet was a CareerSource Florida Network Economic Recovery Self-Assessment. She explained that the Self-Assessment was a list of questions created by the State, and we are being asked to share best practices and challenges discovered. Ms. King advised that this allows for us to have a robust conversation internally about any gaps that may exist. She reported that we have not received any numbers from DEO regarding how many individuals are currently receiving Reemployment Assistance at the local level, and we cannot anticipate how the Centers will be affected when the work search requirement waiver ends.

Ms. King called attention to the performance indicators included in the agenda packet. She advised that her team recently reviewed the reports and determined there was additional information that might be meaningful to the Board. She stated that the reports have been updated to include a historical look at Center productivity and traffic. Ms. King reviewed the reports and called attention to the Center productivity report. She advised that over past ten years, the lowest number of customers served was approximately 9,000 in 2012. Last year, the number was at 26,000 individuals served through those same programs. Ms. King noted that last year's allocations were less because the economic outlook was better, and yet those programs served considerably more customers. She reviewed the reports further.

Ms. King advised that we are one of five regions that will be participating in the Opioid Recovery through Workforce Development grant that the State received. She stated that we are seeking a partnership with the Volusia Recovery Alliance, and the grant will provide training either in occupations that respond to recovery or assisting individuals currently in recovery to obtain employment.

Ms. King advised that we will be sending the Board and Committee members a copy of our revised media release form. She asked that they sign and return the form since we will be sharing some of our stories with the State. Ms. King stated that House Speaker Chris Sprowls recently said that he will be looking at the workforce system. She advised that CareerSource Florida and DEO have been collecting success stories to help with educating our legislators.

Ms. Tanenbaum thanked Ms. King for her report. She stated that with the continued pandemic and the economic impact that it has wrought, this year has had a chaotic beginning and recovery will be ongoing. Ms. Tanenbaum expressed hope that we may see an improvement in the second half of the year and thanked staff for their hard work in helping our community through this difficult time.

Board of Directors Meeting  
January 15, 2021

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

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Recording Secretary