

MINUTES OF THE  
CAREERSOURCE FLAGLER VOLUSIA  
BUSINESS DEVELOPMENT COMMITTEE

September 27, 2022

The meeting of the CareerSource Flagler Volusia Business Development Committee was called to order at 9:00 a.m., on the 27<sup>th</sup> day of September 2022 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. Mary Jo Allen Chaired the meeting and Ms. Trish McGetrick served as recording secretary. Ms. Allen called the roll to note each person present.

The following Committee members were present:

Ms. Mary Jo Allen, Chief Nursing Officer – Halifax Health  
Mr. Robert Cruz, Director of Training - Electrical Training Alliance of Daytona Beach  
Mr. Lawrence Anderson, Community Partnerships Manager - United Way of Volusia-Flagler  
Mr. Brad Harris, Business Manager – Volusia County Economic Development  
The Honorable Barbara Girtman, Councilwoman – Volusia County Council  
Mr. Keith Norden, President & CEO – Team Volusia EDC  
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group  
Me. Adrienne Barker, Co Chair – SCORE Volusia Flagler  
Ms. Nancy Keefer, Executive Director – Daytona Beach Regional Chamber of Commerce  
Ms. Kelly Amy, Regional Director - Junior Achievement

The following guests were present:

Mr. Robert Erlichman: RealityX2  
Mr. Charles Howell, VP-Business Development & Technology – CareerSource Flagler Volusia  
Ms. Robin King, President & CEO – CareerSource Flagler Volusia  
Mr. Dan Laux, CFO – CareerSource Flagler Volusia  
Ms. Christine Sikora, VP-Innovative Workforce Solutions  
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.  
Ms. Trish McGetrick, Outreach & Special Projects Manager – CareerSource Flagler Volusia  
Mr. Mack Thomas, Program Manager – Eckerd Connects  
Ms. Kimberly Grey – CareerSource Citrus Levy Marion  
Mr. Brian Willard, Program Director – Road to Success

Item and Discussion	Vote	Abstain
<p><b><u>Approval of the Minutes</u></b></p> <p>The Committee reviewed and unanimously approved the June 23, 2022 meeting minutes.</p>	APPROVED	
<p><b><u>Mr. Robert Erlichman: RealityX2</u></b></p> <p>Mr. Robert Erlichman from RealityX2 gave a presentation on his Augmented Reality mobile app that engages the audience with interactive content in audio, video, 360-degree photos, and animated 3D popups by scanning preset “triggers” recognized by the user’s smart phone or tablet camera. Robert described how his software can be used to “tell a story” and engage younger audiences who are looking for more interactive content.</p> <p>The committee then discussed ways that this technology could be introduced to the schoolboard for career and technical education and career exploration. The suggestion to use this technology for workforce training with local companies was also discussed.</p>		
<p><b><u>Grants Recieved</u></b></p> <p>Ms. Robin King advised that CareerSourceFV is included with three regional workforce boards as the recipient of a nine million dollar Florida Atlantic Workforce Alliance grant, with CareerSourceFV being allocated three million dollars over two years. This funding will be utilized within the aerospace, advanced manufacturing, and aviation sectors and includes a regional outreach campaign facilitated by Moore Communications, career fairs and an in-depth skills analysis of the aforementioned industries, as well as additional industries.</p> <p>Additionally, CareerSourceFV will be receiving an allocation of \$100,000 to fund the CDL training program that has been created by Daytona State College to support the growing need for commercial truck drivers in our area.</p>		

<p><b><u>Alliance4: Recap and Feb 10<sup>th</sup> Interchange</u></b></p> <p>Ms. Trish McGetrick gave an overview of the purpose of the Alliance4 for the new committee members and recapped the August 5<sup>th</sup> event for the committee. She reported on the increase in business attendance, and the plans to continue to grow attendance for future events with earlier outreach and utilizing social media platforms to reach new businesses.</p> <p>Robin then discussed the February 10, 2023, Alliance4 event and possible topics and formats. Looking for labor talent in unconventional places was discussed as a topic for the February 10<sup>th</sup> interchange.</p>		
<p><b><u>Apprenticeship Update</u></b></p> <p>Ms. Trish McGetrick gave an update on the Career Development Technician program that CareerSourceFV is sponsoring which kicked off in August. She then discussed how CareerSourceFV is looking at additional ways to support apprenticeship, including working with existing registered apprenticeship programs to help fund costs associated with on-the-job training, related technical instruction and supportive services for the apprentices. CareerSourceFV will also be collaborating with CareerSource Brevard and CareerSource Suncoast to host upcoming apprenticeship awareness events.</p>		
<p><b><u>Assessments</u></b></p> <p>Ms. Robin King shared information on the assessments that CareerSourceFV offers to businesses and job seekers and gave an overview on the TORQ assessments which will be used to help assess transferable skills, as well as skill gaps we may need to address with jobseekers participating in on-the-job-training contracts.</p>		
<p><b><u>Strategic Imperatives</u></b></p> <p>Ms. Trish McGetrick reviewed some recent changes to the Strategic Imperatives tasks assigned to the Committee.</p>		

<p><b><u>Other Business</u></b></p> <p>Ms. Kelly Amy shared how she met with Dr. Balgobin from the Volusia County school district to talk about the Junior Achievement programs that are being deployed across and some additional opportunities for programs coming up. She stated that many of the programs dovetail perfectly into the topics spoken about today. She will be asking the committee and partners for volunteers to speak at these events.</p> <p>The Honorable Barbara Girtman asked Ms. Robin King to add today's information regarding young adults to the YETI Committee agenda for the following week.</p>		
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