



**Broward Workforce Development Board
Employer Services Committee**
Tuesday, October 7, 2025
12:30 p.m. – 12:45 p.m.

Zoom Meeting ID: 838 5665 8593
Zoom Password: 194109
Zoom Call-In: +1 646 876 9923

MEETING MINUTES

**CareerSource Broward Boardroom
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

The committee was reminded of the conflict-of-interest provisions.

ATTENDEES IN-PERSON / VIA ZOOM: Michael Goldstein, Paul Farren, Lori Wheeler, Vanessa Cantave, Marie Suarez, Denise Jordan, Maribel Feliciano, and Francois Leconte, who chaired the meeting.

STAFF: Carol Hylton, Mark Klinecicz, Tony Ash, and Sonia Harriott.

NEW BUSINESS

1. CareerSource Broward To Serve As Quick Response Training (QRT) Grants Fiscal Agent

Considered approval of 1) CareerSource Broward (CSBD) as the local fiscal agent for the QRT program and 2) adding QRT to the employer services offered by CSBD. The program provides training grants to new and expanding businesses for new hires. CareerSource Florida is asking local boards to serve as the fiscal agent for the QRT grants. As a fiscal agent, we assist employers with the application process and approve the grant distributions once training is completed, and will receive a payment of 5% of each grant awarded.

Francois Leconte introduced the item. Carol Hylton stated that serving as the fiscal agent for the QRT process will allow CSBD to help new employers in Broward, as well as companies that are expanding. She added that we will receive 5% of each grant to help cover the administrative costs of processing the grant, and the funds we receive will be applied to our general fund.

Tony Ash added that this is another solution in our toolkit to help employers with their training needs.

Mr. Leconte asked if there was a specific amount allocated for CSBD. Ms. Hylton replied, "No, there isn't a set allocation for us." She explained that CareerSource Florida (CSF) has approximately \$7 million allocated for QRT to assist employers statewide.

Lori Wheeler asked when CSBD would receive payment. Mr. Ash responded that CSBD will receive payment once the employer completes the training and receives their reimbursement from CSF. Mr. Leconte asked what type of training is allowable under QRT grants. Mr. Ash stated that new hire training on equipment, technology, and processes is covered, and the employer is reimbursed for expenses such as trainer fees, textbooks, and materials.

Ms. Hylton said that we would collaborate with Broward County's Office of Economic and Small Business Development to identify and engage employers that are new to Broward County. Denise Jordan suggested also partnering with the economic development officers in the municipalities and the Greater Fort Lauderdale Alliance to engage new and expanding employers.

Michael Goldstein asked if the employer had to be headquartered in Broward County, to which Ms. Hylton responded that they did not. We can assist employers who have an office in Broward County.

Ms. Jordan asked if CSBD has the staff resources to assist employers with their QRT applications. Ms. Hylton responded yes, as this will become another item in our staff's toolkit to help employers.

On a motion by Paul Farren and seconded by Denise Jordan, the Employer Services Committee unanimously approved 1) CSBD serving as the local fiscal agent for the QRT program and 2) adding QRT to the employer services offered by CSBD.

2. 2025 Employer Awareness and Satisfaction Survey Results

Every two years, CSBD surveys local employers to measure their awareness and satisfaction with our services. The survey reveals marked increases in both categories from the 2023 Survey, with "satisfaction" rising by 13% and "awareness" increasing by 17%. The survey feedback also indicated employers prefer smaller and mid-sized job fairs over large-scale events.

Mr. Leconte introduced the item and invited Mr. Ash to review the survey results.

Mr. Ash provided an overview of the survey and highlighted several of the key takeaways. He stated that the majority of the employers who responded were small businesses. Overall, 83% of the respondents affirmed they were aware of CSBD's services and a resounding 94% indicated they would refer our services to their peers.

Mr. Ash explained that when asked how they had heard about us and our services, the top three answers were 1) word of mouth followed by 2) the Chambers of Commerce and 3) social media. Lastly, Mr. Ash stated that survey results indicated the majority of employers prefer to participate in small and mid-sized job fairs as opposed to large events.

Upon finishing his report, Mr. Ash asked the committee to review the strategies to increase employer awareness identified in the memo and to provide input on additional strategies.

After hearing no further input from the members, Mr. Leconte stated that the members could share their thoughts by email with Tony Ash later and asked for a motion to approve the strategies recommended by staff.

On a motion by Denise Jordan and seconded by Marie Suarez, the Employer Services Committee unanimously approved the strategies to increase employer awareness identified by staff.

REPORT

1. The State of the Workforce (SOTW) Event

The SOTW employers and job seekers' feedback regarding the execution and deployment of the event earlier this year was stellar. A significant number of employers and job seekers commented on the parking and the traffic entering and exiting the event, indicating it took 2 hours to enter/exit the parking lot. Some of the difficulties could be attributed to the ongoing construction; however, the new Omni Hotel opening, which is adjacent to the Convention Center and the start of the cruise season in late fall, will continue to generate traffic and make parking a challenge. After conferring with the Greater Fort Lauderdale and Hollywood Chambers, and speaking to members of our Executive Committee, it was determined that to be responsive to the voice of our customers, we should pivot to smaller, targeted job fairs.

Mr. Leconte introduced the item and stated that transitioning to smaller job fairs was a good idea, based on the information we gathered from those who participated in the SOTW job fair and the feedback received from the survey. He added that he, too, experienced first-hand the challenges with parking and departing the event.

Ms. Hylton added that each of our centers has space for hosting small job fairs, which is ideal. She explained that if a venue is required to host a mid-sized job fair that our centers cannot accommodate, staff will secure a suitable location similar to what we've done with the Paychecks For Patriots Job Fair at the Tamarac Community Center.

Marie Suarez supported the idea of shifting to more frequent, targeted job fairs, noting that this approach would create additional opportunities for job seekers throughout the year. She added that she also received feedback about challenges some employers faced at the convention center.

Ms. Jordan agreed that smaller job fairs would facilitate better connections between employers and job seekers.

2. 2025 Paychecks for Patriots Job Fair

CSBD will host its annual Paychecks for Patriots (P4P) Veterans Hiring Fair on 11/7 at the Tamarac Community Center. The first hour of the event will be reserved for veterans and family members of veterans. CSBD is partnering with Broward County to provide courtesy transportation from our One-Stop Centers, and the City of Tamarac will provide expanded off-site parking to accommodate attendees.

Mr. Leconte introduced the item and invited the committee members to stop by, if their schedule permits, to experience the event and see what a great job CSBD does.

Mr. Ash agreed and added that we are seeking supporters for the event, and asked the committee members to share the P4P Supporter Form with their business networks.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE CHAIR

None.

MATTERS FROM THE EMPLOYER SERVICES COMMITTEE

Maribel Feliciano announced the 10th Annual Florida International Trade and Cultural Expo scheduled for October 22-23. Ms. Hylton stated that if there is a flyer for the event, Ms. Feliciano can forward it to her, and we will send it to the committee members.

MATTERS FROM THE FLOOR

None.

MATTERS FROM THE PRESIDENT/CEO

Carol Hylton shared that Gilead Sanders was selected to develop the AI Playbook and will provide an overview of the project at the next board meeting. Gilead Sanders is also coordinating business roundtable sessions on AI. Ms. Hylton added that the playbook will be available in digital format and accessible on the webpage we are developing. It will be a resource for local employers interested in leveraging AI to enhance their business operations. Once we have the flyer with the registration information, we will share it with the committee.

Ms. Jordan stated that the Greater Fort Lauderdale Chamber of Commerce has worked with Gilead Sanders, and they are a great company.

Ms. Hylton announced we have scheduled a Manufacturing Career Fair on 10/14. In alignment with the job fair strategies we just discussed, it will be held at our Central Career Center.

ADJOURNMENT

1:05 P.M.

THE NEXT EMPLOYER SERVICES COMMITTEE MEETING IS NOVEMBER 10, 2025
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