



Tampa Bay Defense Alliance

P.O. Box 172925 • Tampa, Florida 33672 • www.tampabaydefensealliance.org

Minutes from the Board of Directors Meeting

9/15/2015 from 5pm- 6pm

Tampa Club Boardroom

John Schueler Presiding

Recorded by O'Rourke & Associates

Attendees: John Schueler, Jim Sampey, Chip Diehl, Rich McClain, Tim Jones, Commissioner Al Higginbotham, John Tiliacos, Mike Meidel, Bill Boesch, Christine Michaels, Clif Fischer, Walter McCracken, Darcy Foster, Jim Philpitt, Jeff Gareau, Mario Garza, Danny Watts, Eric Polins, Linda O'Rourke

- The meeting was called to order by the Secretary at 6:00 p.m.
- The minutes from the 8/4/2015 BOD meeting were ratified by unanimous vote.
- The full Board met from 5-5:30. An executive session was called at 5:30. All non-Directors and Officers were excused, except for a small group of specific invitees.
- The minutes will follow the agenda, and will not necessarily recap the discussions in the order in which they took place.

MacDill 2025

John Schueler had another meeting with Bob Rohrlack and Rhea Law to help prepare Mayor Buckhorn to initiate a communication strategy concerning MacDill AFB. The Mayor will lead an initial coalition of local leaders to include Mayor Kriseman of St. Petersburg, Brandon, South Tampa, and St. Petersburg Chambers of Commerce, along with Jim Soligan from Deloitte Consulting. Their objective will be to deliver constant and consistent communication regarding MacDill AFB.

MyMacDill

The campaign is now averaging over 3.1 million impressions per month through the efforts of TIA in their baggage claim area, the HART program and Outdoor Media' billboard program. HCP has filmed over 60 videos of local community leaders for the MyMacDill website. There are now over 100 stories posted on the website from people with ties to MacDill going back to WWII. Social media continues to reach the community on a weekly basis and the Fox Channel 13 special on MacDill that aired on Labor Day has created a new surge of interest in the campaign.

9/11 Golf Tournament

By all accounts the tournament was a success, generating approximately \$45,000 in sponsorships and donations. It is hoped that after all expenses are paid a donation of at least \$20-25 thousand dollars will be made to MacDill AFB.

AMC Trip

With a new change in command at AMC, we are waiting for the appropriate time to reach out to AMC to coordinate our annual visit. Chip will coordinate this initiative.

Membership

The membership brochures were shown to the group and the differences between each brochure was explained by Walter. He suggested ways to present our value, using the brochures as a reinforcement tool. An active membership drive will take place during Q4. (See executive session notes)

Vinoy Business Alliance Presentation

Mike Meidel made a combined TBDA/MyMacDill presentation to the Vinoy Business Alliance on 9/15. Over 65 business leaders, primarily from Pinellas County attended the luncheon presentation. A number of them expressed interest in membership after the event. Follow up will be handed over to the membership committee.

ATA Convention

The TBDA has decided NOT to have a trade show booth on the floor, but instead, will “walk” the floor and will make a MyMacDill presentation as part of the convention’s program of events. At this time the presentation is scheduled for Friday 10/30 and John Schueler will deliver the presentation.

Administration/Financial

1) Grants

- DTF 14-08 225K- This grant expired on 5/31/2015. We used \$223.7K of the total. The final grant report was submitted and final payment has been made. A copy of the 2014 TBDA audit was submitted to complete the process with Enterprise Florida
- DTF- 15-02- This is a continuation of DTF 14-08. The grant is for 150K and expires on January 23, 2016. We have invoiced \$30,579 toward this grant so far. We have received an initial disbursement from this grant of \$37,500 dollars. We have to decide what we are going to spend the remainder of this grant for, or ask for an extension. We should make a decision either way by the end of September.
- DRG -15-01- This grant was in conjunction with GTCC and THEDC. Total grant was \$109,500. TBDA portion is \$40,250. This grant expired on 6/30. We used \$39,149 of the total. The final grant report was submitted and final payment has been made. A copy of the 2014 TBDA audit was submitted to complete the process with Enterprise Florida
- New DRG grant application in conjunction with GTCC and the THEDC was submitted on 3/19. Requested 125K in total- TBDA requested 35K as our portion of the total. The final grant was approved for \$75,000 and our portion is \$25,000. Spending against this grant will begin in the 4th quarter.
- New FDSTF grant application was submitted on 4/24. The grant is titled “Operation Engagement.” This grant is for \$175,000. We received the signed contract from EFI on 9/8 with an effective date of 8/14/2015. We will request an initial disbursement of 25% of the total before 9/30. Spending against this grant will begin in Q4.
- Outstanding grant invoices for reimbursement are:
 - DRG 15-01- \$39,149
 - Total outstanding invoices = \$39,149

2) Reimbursements received since last BOD meeting total \$59,571.

3) Payments made since the last BOD meeting total \$29,686.

4) Donations through the website total \$9,604.05

- Transfers from PayPal to Suntrust account \$7,353.06 (\$1000 donation- balance for Golf)
- Current balance in PayPal Account \$2,250.99 (entire amount for Golf)

5) Bank balance as of 8/31/2015 was \$57,197.73 approximately \$27,000 of the balance is for Golf.

6) The Audit for fiscal year 2014 has been completed. Copies of the audit are on file at O&A and have been sent to EFI as part of the process to close out grants DTF 14-08 and DRG 14-09. The only recommendation made by the auditors was for the TBDA to create and adhere to a budget for 2016.

7) Tax return for 2014 is currently underway. A summary of GIK contributions is due to Shinn & Company in order for them to complete the return.

8) MyMacDill Trademark has been approved by the USPTO. MyMacDill logo is under public review and should be approved by the end of September.

9) TBDA outreach events scheduled:

- 9/15- Mike Meidel will present to the Vinoy Business Luncheon Group.
- 10/16- Presentation of MyMacDill to Riverview MAC- Tim Jones to present
- ATA Convention will receive a presentation about MyMacDill. Actual day/time TBD.

Announcements

Next BOD meeting is on 10/27

Executive Session from 5:30 until 6:00 pm

In Executive Session, Senior Leadership made committee assignments with target dates for status updates roughly every two weeks starting at the end of September, the middle and end of October, and the middle of November. The first of December is the target for the final output of committee assignments. Assignments follow:

1. Finance & Administration - Jim Sampey

- * Assess operational requirements (managing financial, legal, IRS, State of Florida, BOD reporting).
- * Assess opportunity costs to maintain financial records, audits, grants, website, and general operating administration
- * Establish protocols for interacting with outside contractors

2. Business Plan - Rich McClain, John Tiliacos, Mike Meidel

- * Review and revise current business executive summary and attendant strategies
- * Gain renewed consensus from Board on purpose, mission and top strategic initiatives
- * Determine the best operating and Board structure - e.g. Paid executive director, volunteer chair, officer categories, committees and committee chairs, who speaks for the Alliance, and other regional organizations, frequency of various meeting, etc
- * Introduce best current thinking based on what we know now that we didn't know when the business plan was first drafted.

3. Representing TBDA to elected officials at the local, State and Federal levels, DOD, AF Staff, FDSTF - Chip

- * Translate (both ways) between our mission/strategies and those outside our Tampa Bay community the issues most important to champion our defense community.
- * Track status of current initiatives and actions TBDA should take to move forward.

- * Provide intel and feedback from high level decision makers and influencers.
- * Oversee MacDill 2025 communications/engagement strategy for TBDA in concert with Mayor Buckhorn, Mayor Kriseman, and the other organizations.

4. Membership - Darcy, Tim, Walter, John

- * Develop an acquisition and retention plan that will achieve a sustainable financial goal
- * Identify strategies for the various high potential target groups (large and small military contractors, important/influential individuals.)
- * Articulate hinge assumptions for success.
- * Develop an action plan with timelines to carry out the goals and objectives.