



One Team. One Voice. Champions of Our Defense Community.

MINUTES OF

R E G U L A R B O A R D O F D I R E C T O R S M E E T I N G

Tuesday, January 12, 2016, 6:00 PM

The Tampa Club

101 E Kennedy Blvd, Tampa, FL 33602

MINUTES

CALL TO ORDER, WELCOME, AND PLEDGE OF ALLEGIANCE – Dr. Lisa Monnet- 6:30 PM

WELCOME OF NEW BOARD MEMBERS / GUESTS – BRIG GEN (R) Chip Diehl

ROLL CALL – Mr. Jim Sampey

PRESIDING – Dr. Lisa Monnet

ATTENDEES

Officers Present

Dr. Lisa Monnet
BRIG GEN (R) Chip Diehl
Mr. Jim Sampey

Military Ambassador Present

Jim Philpitt

Civilian Ambassador Present

Darcy Foster
Walter McCracken

Board Members Present

Mr. Barry Albert
Mr. Tim Jones
Col (R) Rich McClain
Mr. John Tiliacos for Joe Lopano

Advisors Present

GEN (R) Art Lichte

Board Members Absent

Rhea Law & Allen Brinkman

Guests Present

MG (R) Gregg Sturdevant
Christine Michaels- Brandon Chamber of Commerce
Commissioner Al Higginbotham
Jeff Gareau , Mario Garza & Linda O'Rourke

1. APPROVAL OF MINUTES

a. Regular Board of Directors Meeting Minutes – November

The minutes from the 11/10/2016 meeting were ratified at 6:38 pm

Business Arriving From Minutes

- Business Plan update
- MacDill 2025 – Update on status with Mayor Buckhorn’s office/committee
- Golf Tournament Donation

Overview:

- Business Plan Brief – Mr. Richard McClain, Mr. John Tiliacos
- Overview of status on MacDill 2025 – Mr. Chip Diehl
- Plan to execute golf tournament donation – Mr. Chip Diehl

Action Items:

- Finalize Business Plan changes/updates by February BOD meeting
- Schedule meeting with Mayor Buckhorn- Lisa Monnet
- Golf Tournament Donation to be executed approximately - \$24,000

2. NEW BUSINESS

Overview:

- Association of Defense Communities Installation Innovation Forum attendees selected:
Dr. Lisa Monnet, BRIG GEN (R) Chip Diehl, Mr. Tim Jones, Col (R) Richard McClain
Dates of the forum are 2/29-3/2.

Dr. Lisa Monnet will participate in a panel discussion about: Why Schools Matter to Military **Value** (With DoD becoming increasingly focused on the quality of public schools serving military children, defense communities are searching for ways to improve local education institutions. This interactive discussion session will focus on strategies communities can use to ensure their schools meet the needs of military families.)

- Potential Candidates for Treasurer
 - Mr. Tim Delikat CFO, Focus Inc.
 - Ms. Karen Price-CPA Warren Averett
- Motions
 - New Board Member Nomination - MG (R) Mike Jones- **Approved**
 - New Board Advisor Nomination - Jeff Gareau- **Approved**
 - TBDA Credit Card-TBDA will apply for and begin to use a “company” credit card, instead of asking Officers/Directors to carry the operating costs of the organization on their personal credit cards. **Approved**
 - Appointment of Civilian/Military Ambassadors- Darcy Foster & Jim Philpitt- **Approved**
 - Tampa Trophy – Steve Dickey’s Proposal -Deferred until more information and a revised proposal is obtained. Lisa Monnet to follow up with Steve Dickey. Barry Alpert recommended we consider a smaller “desk top” version of the trophy and advised getting a revised compete proposal from Steve Dickey to include both versions.

- Marketing Campaign – HCP- Deferred. RFP’s will be written for all marketing projects and initiatives and a minimum of three quotes/bids will be received and evaluated

Action Items:

1. General Lichte will contact Scott AFB to determine the size of the display case used to house the Abilene Trophy. We do not want to make a trophy too big for the display case in which it may be housed.
2. O&A to get weight for Tampa Bay Trophy to Tim Jones to enable Tim to start designing a traveling case for the Trophy.

3. OFFICER’S REPORTS

President’s Report- Dr. Lisa Monnet

Thank you for electing me as President of the Tampa Bay Defense Alliance. I am truly honored to accept the responsibility of strengthening the focus and operational effectiveness of the Alliance. I look forward to collaborating with you, community leaders, and community organizations to fulfill the mission and grow the Alliance. My hope is that by acting together we will forge strategic partnerships that will result in numerous contributions to the Tampa Bay community and Defense Industry.

I would like to take this opportunity to say thank you to our Board Members and Advisors. The culmination of your knowledge, thought leadership, and resources has allowed the Alliance to contribute to and significantly advance the understanding of defense related issues in the Tampa Bay region and nationally.

I appreciate your time and effort in attending the board meetings and will ensure our meetings allow effective communication, collective action, and an open exchange of information to establish the objectives of the organizations, make decisions on courses of action, and jointly develop new ideas for strategy and value creation.

Over the past several months I have observed the operations of the organization, initially as a non-member, and currently as President. My role as President is to ensure the organization sustains stability, long-term viability, and has a long-term vision in place for growth. Growth is a critical component of our strategy, how do we grow and strengthen our organization. We must recognize our challenges and embrace change in order to be effective. We require a sustainable revenue stream strategy, a marketing strategy, an operational budget, and we need to execute these strategies over the coming months.

Our financial condition remains remarkably fragile. Funding for our organization consistently lags, putting stress on the entire organization and particularly its leadership. This year will be a critical year for the TBDA in terms of its growth, sustainability, and finally its relevance to the Defense Community in our region.

We will form select committees along with a number of other mission critical initiatives which will be our areas of focus during 2016. Each Committee Chair will be responsible for holding a monthly meeting, providing meeting minutes in a report one week prior to the board meeting, and providing a verbal recap at each board meeting. We need volunteers and your commitment to execute your respective committee recommendations. Our plan at this time is to establish four committees chaired by board members as follows:

- 1) Executive
- 2) Membership
- 3) Marketing
- 4) Strategic Engagement / Outreach

In addition, the Executive Committee is reviewing the governance and structure, the bylaws, and establishing new policies and procedures.

Again, I look forward to working with you in the coming year to support the military and defense community of Tampa Bay.

- a. Action Items and Results Executive Committee

4. **TREASURER'S REPORT**

a. Review of Financial Statement and Budget

- Account Receivable- \$81,909.19
- Account Payable- \$27,525.00
- Amount to be invoiced against the 3 active grants for Q4 2015 \$40,759.00
- 2015 Fiscal year has been closed. Unaudited results have been presented to the Officers.

b. Action Items and Results

- Create Operational Budget- Currently being worked on

5. **COMMITTEE REPORTS**

Executive Committee – Comprised of Lisa Monnet, Chip Diehl, John Schueler, Jim Sampey, Tim Jones and Rich McClain

a. Planning and Outreach

b. Action Item and Results- First meeting to be held on 1/13

Marketing Committee

a. Planning and Outreach

a. Action Item and Results

Membership Committee

a. Planning and Outreach

- Verbal Report delivered by Tim Jones
 - **ACTION ITEMS:**
 - Create a Membership Spend Plan – Draft complete
 - Create Membership page on website – complete
 - Create Membership Brochure with defined membership levels - complete
 - Budget / Spend Plan has been created

b. Action Item and Results

- Develop an acquisition and retention plan that will achieve a sustainable financial goal (working with Rich's team on organizational design and Jim regarding operational funding requirements).
- Identify and document strategies for the various high potential target groups (large and small military contractors, important/influential individuals).
- Develop an action plan with timelines to carry out the goals and objectives.
- Confirm next Influencer Event date and speaker

Strategic Engagement Committee

a. Planning and Outreach

- Report Delivered by Chip Diehl

Strategic Engagement / Outreach Committee Report – Chip Diehl

Welcome Lisa as new President – We are happy to have you as our Leader in taking TBDA - from solid foundation John Schueler set - *forward into 2016 and our future.*

Strategic Engagement & Outreach Committee.

We, the Board, knows our TBDA mission and goals – Championing our Defense Community through “Engagement” and “Outreach.” These serve as our cornerstone – which have been validated over our existence by: The Florida Defense Support Task Force & The Principi Group; and, most recently by Deloitte (National) in our MacDill 2025 vision.

This Committee will set its focus on these two key pillars. We offer the following to bound and focus our engagement:

- **Area of Operations:** MacDill, Regional, State, AF/AMC, Washington DC. Our bulls-eye is MacDill AFB. Expanding outward to our 8-County Region; the State of FL as one of our 20 military installations; AF & AMC – with Sister Services all appreciated; and, Inside the Beltway.
 - “One Team” bounds and solidifies our plans/intentions. We can’t/don’t want to try to do this alone. Thus, along the way, we hope to team with all our valuable Community partners to enhance our effectiveness.
- **Timing:** Believe next year to 3 years are going to be volatile. Want TBDA and our combined Team to have finger on pulse today; adaptive to dynamics happening/ever-changing; with long term, over-the horizon vision.
- **Aim: TBDA is wingman to MacDill** – our Wings (6AMW & 927ARW), the COCOMs (incl. SOUTHCOM), our military partners across TB Region (USN, USMC, USCG, NOAA, JCSE) as well as our nearly 400,000 Veterans & their families.
 - **Sights center on MacDill.** Checking their Six on Issues – but appreciating long-term goals/milestones.
 - **Aperture wide open.** While we concentrate on the Base; we appreciate those QOL and Military value issues important to Families as well as the Installation (Healthcare; High Tech Corridor; Education/Academia; Jobs; Defense Industry; and QOL)
- **‘Can’t Do It All’:** Most important, there will be opportunity for mission creep. The environment will be volatile as stated. We want to keep our Target Set to less than 10 total Issues – preferably 5. Ten is offered only as we consider the large spectrum of priorities shared above: Foreseeing: 5 Immediate; 3 Mid-Term; 2 Long for instance.

Strategic Engagement. **‘Our Heart’** is championing MacDill and our Defense Community.

- **Issues, Issues, Issues.** We need to keep focus on the issues. While there will be diversions and ripples off core issues – our Committee will engage on our Board approved; Wing endorsed priorities for the given year.
- **Relationships/Partnerships.** Timeliness is vital to effectiveness. Learning of ‘pop-up’ issues; pending decisions; opportunities for engagement all pivot around learning & acting in timely, proactive way.
 - **Priority.** Building a vast, deep web of solid partners; strengthened by trust and appreciation.

- **“Arms wide open.”** Partnerships are unbounded. From academia to healthcare; from Families to Veterans; from the Pentagon to Industry partners; from FDSTF to NDIA to Chambers/EDCs – all are welcome.
- **Calendar.** Will keep TBDA team aware of Issues/Environment throughout with reports at Board meeting
 - **Current 2015 ‘Look Back’ / 2016 ‘Priorities’ attached.**

Outreach. *‘Our Soul’* is *‘Telling Our Story’* – need to stop being humble and share to world.

- **Planes, Automobiles and Feet.** Wherever and however we can, getting out and telling story across our Area of Ops – State, Wash DC, Scott AFB and across Tampa Bay – is life’s blood. Each Officer and Director should be comfortable talking on TBDA, MacDill or our priorities.
- **Trips, Conventions, Events.** Want to actively seek out opportunities to visit, attend and/or speak with Influencers, Leaders or at events. Delineating which to attend will be vetted through Committee (address cost, goal/ROI, activity, purpose, who, when) and approved by BOD.
 - **Calendar.** Maintenance of strategic calendar – with major upcoming events, visits & activities will be priority. Openness, currency and awareness.
- **Media – Public Relations.** Guidance on policies toward engaging with media and across social network will remain with President/Officers. Committee will be postured to support any considerations that evolve/pop-up with current issues/background.

Committee Membership. Membership and participation is Achilles heel to any Committee. Currently, Chip Diehl is forming, establishing Strat Engagement/Outreach. Any Officer, Board Member, Advisor, Ambassador or TBDA Member is welcome to join. One Team is plural!

6. AMBASSADOR’S REPORTS

Military Ambassador Report

- a. Planning and Outreach
 - Coast Guard Visit Report Delivered by Jim Sampey and Jim Philpitt
 - TBDA Outreach Report Delivered by Jim Philpitt

ACTION ITEMS: Broaden TBDA Engagement

OVERVIEW:

- Outreach to other Military Community Partners
- National Security Forum (NSF) & Local Nominees

RECOMMENDATION:

- Expand TBDA outreach beyond 6 AMW & 927 ARW
- Advocate continued NSF engagement

FINANCIAL IMPACT: NONE

BACKGROUND / DISCUSSION:

1. Expand outreach to commanders and commanding officers of other military commands in the Tampa Bay region, USAF and non-USAF, on and off MacDill AFB. Initial meetings w/ CO,

Navy Operational Support Center Tampa (NOSC Tampa) and CO, Coast Guard Air Station Clearwater (AIRSTA Clearwater) complete.

2. NSF - 1 week program under aegis of the Air War College, conducted annually at Maxwell AFB, AL. NSF exposes a broad cross-section of civilian leaders w/ limited to no military experience to senior military leaders, engaging each other's ideas and perspectives on national security issues. Civilian attendees chosen from across the US, all nominated by active & retired USAF general officers and selected/invited by the Secretary of the Air Force. Local nominees for 2016: Lisa Monnet, Jim Sampey, Steve Oscher, Joe Lopano

NEXT STEPS:

1. Meetings w/ Commander, Coast Guard Sector St. Petersburg and Commander, Joint Communications Support Element pending; anticipate completion Jan/Feb. Outreach to AFROTC/CC and CO, NROTC at USF to follow.
2. Continue to prep local nominees w/ background material prior to NSF attendance in May 2016. Establish precedent for future NSF nominations from the Tampa Bay region.

7. ADMINISTRATION MONTHLY STATUS REPORTS

a. Contracts / Grants Administration

- 1) DRG S-0041 Expiration date 6/30/2015- Amount of Grant \$25,200- left to spend = \$19,234.78
- 2) DTF 15-02 Expiration date 4/40/2015- Amount of Grant \$ 150,000- left to spend = \$43,195.34
- 3) DTF 16-02- Expiration date 8/23/2016- Amount of Grant \$175,000- left to spend = \$163,895.35

A new grant cycle for the period 7/1/2016-6/30/2017 is approaching. Grant applications will be due in April to EFI and to the DEO.

Action Item- TBDA needs to decide if it will apply for EFI/DEO/FDSTF grants and if so must appoint a point person to lead this initiative. Decision must be made no later than the February BOD meeting.

8. SPECIAL PROJECT DISCUSSIONS

9. CALENDAR ACTION ITEMS

10. CALENDAR / UPCOMING EVENTS

Air Mobility Command- Scheduling for Q1 being finalized
Association of Defense Contractors – ADC Panel Discussion 2/29-3/2
Tampa Chamber of Commerce Military Affairs Meeting TBDA Presentation 2/23
Tampa Chamber of Commerce Military Appreciation Banquet 2/24

11. PRESENTATIONS

Jim Sampey updated the group about a new grant program that helps Florida businesses hire and train veterans through the Veterans Florida Task Force. See pages 11 & 12 for the press release.

12. BOARD MEMBER COMMENTS

13. NEXT BOD MEETING DATE

2/23 at the Tampa Club

14. ADJOURNED at 7:40 pm



Contact: Bobby Carbonell
Carbonell@veteransflorida.org
(850) 898-1331

News Release

January 13th, 2016
For Immediate Release

NEW GRANT PROGRAM HELPS FLORIDA BUSINESSES HIRE AND TRAIN VETERANS

A new state grants program will reimburse businesses for part of the cost they incur to train veteran employees. Florida employers seeking to enhance their work force can now get a leg up on the competition with a new grants program designed to help them hire and train veterans. By providing easy access to an incredibly valuable talent pool, this grant program will make it easier for employers to sharpen their competitive edge and enhance their bottom line.

The program will also open more doors to veterans aiming to gain a foothold in Florida's thriving business environment—Florida ranks #2 for "best state for business" and industries ideally suited to veterans, among them aerospace, aviation, defense systems, logistics and distribution, serve as cornerstones of the Florida economy.

Features of the FL VETS Business Training Grants

The Florida VETS Training Grants Program provides grant funding to qualifying businesses for existing or customized educational programs through partial reimbursement to businesses hiring and training veterans.

Florida businesses have the opportunity to work face-to-face with a representative of a training institution in their local community. Grants are performance-based reimbursable grants and cover a 24-month maximum term.

Businesses are reimbursed for 50% of training cost, up to \$8,000 per new, full-time veteran employee and the training can be completed in-house or through a third-party training provider.

How to Qualify

To qualify for a FL VETS Training Grant, the Florida business must demonstrate a need for customized skills, degree- or certificate-based training of up to 24 months for new veteran employees. Preference will be given to enterprises working in a targeted Florida industry, which is typically high skill.

How the Grants Work

The business pays for the approved direct training, degree or certificate education program and is reimbursed quarterly by Veterans Florida upon the completion of training and submission of required documentation.

Veterans Florida has partnered with training institutions across the state to help process grant applications. Florida businesses therefore have the opportunity to work face-to-face with a training institution representative in their local community.



**Minutes from the BOD meeting
Tuesday, January 12, 2016**

Businesses interested in a VETS Business Training Grant should request an application at www.veteransflorida.org/grant. Veterans Florida or a state educational representative will help them apply for and obtain grant reimbursements through the program.

For more information about the grant, visit www.veteransflorida.org/grant.

About Veterans Florida

Veterans Florida was established by the Florida Legislature in 2014 as part of the Florida GI Bill to serve as an innovative corporation to encourage recently retired or separated military personnel to make Florida their permanent residence. The 501c(3) corporation will reinforce Florida's standing as the most veteran-friendly state in the nation by helping veterans to bring or develop the skills needed by Florida businesses to the state. The board of directors is comprised of nine individuals from across the state.

www.veteransflorida.org

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