



Tampa Bay Defense Alliance

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

Minutes from the Board of Directors Meeting

8/4/2015 from 6pm- 7:30pm

Amalie Arena Boardroom

Jim Sampey Presiding

Recorded by O'Rourke & Associates

Attendees: Jim Sampey, Rich McClain, Tim Jones, John Tiliacos, Mike Meidel, Kelly Flannery, Dr. Lisa Monnet, Clif Fischer, Walter McCracken, Darcy Foster, Jim Philpitt, Robert Pandis, Randy Pandis, Donna Fore, Jerry Green, Adam Highsmith, Linda O'Rourke

- The meeting was called to order by the Secretary at 6:04 p.m.
- The minutes from the 5/12/2015 BOD meeting were ratified by unanimous vote.
- The minutes will follow the agenda, and will not necessarily recap the discussions in the order in which they took place.

1) Updates

MacDill 2025

As previously reported Mayor Buckhorn agreed to be the MacDill 2025 "lead." A meeting is scheduled for mid-August with John Schueler, Rhea Law, General Jim Soligan from Deloitte Consulting and Bob Rohrlack to discuss MacDill 2025 committee. An update will be provided to Mayor Buckhorn after the meeting. Enhancing the reputation of MacDill around the country continues to be a primary objective of this initiative and the group was reminded that general support for MacDill would focus on Capacity, Capability and Readiness.

My MacDill

Campaign activities of note since the 5/12 BOD meeting were:

- TBDA met with Congressman David Jolly on 5/28 presented the MyMacDill program to him and filmed his video testimonial for the base.
- Bill Boesch, one of the TBDA's senior advisors visited AMC on 5/27-through 5/29. He met with:
 - May 27 – Gen Paul Selva
 - May 28 – Gen(R) Duncan McNabb – former head of USTC
 - May 29 – Maj Gen Jerry Martinez

Bill was able to give the Generals an update on TBDA activities as well as updates on the MyMacDill campaign. When we asked General Selva to record a video for the campaign he expressed interest but was unable to comply due to his recent nomination to the position of Vice Chairman of the Joint Chiefs. His nomination has imposed a "gag order" on his public speaking until he is confirmed.

- In Studio Interview was filmed on 6/29 on Channel 10 with Chip. It aired three times during the week of 7/12-7/18
- 6/17- Participation at the Central Pinellas Business Forum
- 7/25-Kids Day at Tampa Convention Center
- HCP created a speaking opportunity in front of the Leadership Tampa Bay Class on their "Military Day" on June 5. Jim Sampey made the presentation and was able to get the entire class to stand up and "take the Oath." Video of the event was posted on social media platforms.
- A campaign presentation was made to the NDIA Monthly Breakfast on 7/14
- HCP negotiated a free full-page full color advertisement in June issue of South Tampa Magazine. Retail value is \$2,500. Circulation consists of targeting south Tampa businesses and households with a total circulation of around 55,000.
- HCP negotiated a full page feature ad for a My MacDill "Super Dad" to be featured in the June 2015 issue of Tampa Bay Parenting Magazine (out May 28) with 6-7 other Tampa Bay Dad's. Monthly print readership is 50,000.

Upcoming Campaign events:

- Upcoming special to air around Labor Day on Fox Channel 13. While the special is about MacDill AFB, the MyMacDill campaign will be mentioned and interviews with Chip and Denny Cole will be part of the program.
- Riverview Chamber's MAC presentation in October.
- 9/11 Golf Tournament
- Presentation to the ATA Convention in Orlando in late October.

Washington DC trip/ADC Presentation

A detailed recap of the Washington trip was delivered by Tim, Rich and Dr. Lisa Monnet. Rich and Dr. Monnet covered GEOINT for the TBDA and Tim attended the ADC conference with John and Chip.

- **GEOINT Summary**
 - 6,000 attended GEOINT
 - Rich and Dr. Monnet met with several company leaders...all showed interest, but no commitment
 - THEDC, PEDC, and TBDA represented Tampa
 - The event presented an opportunity for Dr. Monnet to meet with a few senior national leaders on behalf of the TBDA. She received one firm commitment for a speaking engagement to occur in the early part of 2016
- **Recommendation**- our time and effort may be better spent during the times when major conventions are held in Tampa. This allows us to put the full force of Tampa at work. However, we still need to maintain efforts to gain senior level support in the D.C. Area as this will allow representation at the national level
- **ADC Summary**
 - Tim delivered a thorough recap of all of the seminars and panels he was able to attend. A tremendous amount of detail was relayed and will not be recapped in these minutes... Subject matter ranged from: What happens if the is NOT a BRAC, to How the DOD is coping with Rising Sea Levels, to Training Ranges of the Future, Energy Utilities Partnerships, to Privatized Military Housing, Military Child Education to Water Security and many more. We have detailed notes from Tim's recap and they are available upon request
 - John and Chip participated in the panel discussion "Building and Sustaining Community/Military Partnership Organizations. The panel was well attended and we were able to talk about MyMacDill. Since the conference ended we have had multiple communities follow up with us for details not only about the campaign, but about the TBDA itself.
 - Overall, a very good conference to attend and membership in the Association of Defense Communities (ADC) is already yielding benefits to the TBDA

- **Congressional and Pentagon meetings**
 - While in Washington, the TBDA met with multiple members of the Florida Congressional Delegation Cong Jolly, Cong Castor, Cong Bilirakis, Cong Ross, Cong Buchanan and talked with the Chief of Staff for Cong Rooney. We also met many members of the National Defense Team including– Assistant Secretary of the Air Force, Miranda Ballentine and Nia Hope from the DoD. Not only was MacDill 2025 discussed but MyMacDill was also presented.
 - We learned that there is money available for Tinker Elementary if we use capacity as an issue. DoD reacts when capacity issues are identified and the modular units in use at Tinker indicate capacity problems. We believe we have improved our “ranking” on the lists of schools that need financial assistance from 118th to the top 20. Additional follow up will take place.
 - We also learned that if we tie security into our transportation issues (Main gate traffic back-ups at MacDill) we will move “up the list.” Security can be defined as “what happens to all the people sitting on Dale Mabry, in their cars, not moving, if someone goes crazy with a gun?” Additional follow up to take place on this topic as well.
- **FDSTF and Principi/Spectrum Visits on 7/15 and 7/16**
 - On Wednesday 7/15 a meeting took place at the Tampa Port Authority Boardroom with Colonel Bright, members of the Principi group, Members of the Spectrum Group, Members of the Florida Defense Support Task Force, Members of Enterprise Florida, the THEDC, the TBDA and other community leaders. Progress against and status of the Principi Group’s MacDill recommendations, the FDSTF Strategic Plan’s MacDill recommendations and strategic goals and the MacDill 2025 Community Vision were discussed at length.
 - A dinner at Jackson’s followed the meeting, attended by the FDSTF members, County Commissioners, members of the EDC’s, multiple local Chambers of Commerce, Congresswoman Dana Young, Mayor Buckhorn and the TBDA were in attendance. We wanted to show the FDSTF the united strength and support of the community for MacDill, and we feel that with over 50 people in attendance at the dinner, that our goal was accomplished.
 - The following day, the FDSTF held their monthly meeting at the Westin, followed by a tour of MacDill led by Colonel Bright and other senior leaders from the Base, CENTCOM and USSOCOM.

2) Outreach

- New Membership Brochures were shown to the group by Walter McCracken. An overview of the TBDA accomplishments and initiatives was recapped in one brochure and Membership levels, their benefits and annual dues were recapped in the second brochure. Both brochures are now available to hand out to prospective members.
- The Florida Chamber Foundation Event on 8/6 will be covered by Tim Jones who will participate on multiple panels for the TBDA.
- The Vinoy Business Alliance on 9/15 will receive a presentation from Mike Meidel, covering for John Schueler. Mike will present the TBDA, MyMacDill and will summarize the DIG grants received by Pinellas County to support Air Station Clearwater.
- The ATA Annual Convention in October will receive a MyMacDill presentation from the TBDA. Our materials and presenters Bios are due by 9/25.
- The first Influencers event of 2015 will take place on 9/15. Congresswoman Kathy Castor will be the guest of the TBDA and will speak to a group of approximately 40 invited guests from 6-7 pm.
Tim Jones

3) Sustainability –“The way forward”

- Jim Sampey asked the group to seriously consider the amount of time they can devote to the TBDA as we move into 2016. We have a serious need for more resources to work on the variety of issues and initiatives undertaken during 2015 and we are stretched too thin. There will be a discussion about this topic at the annual meeting, along with the formation of committees and their assignments for 2016. Jim’s comments were intended to get everyone thinking about this topic NOW, so that the 9/15 BOD meeting discussion can be meaningful with an actionable outcome.
- Governance and the TBDA Leadership structure will also be discussed as new Officers are elected and new Directors appointed.

4) Administrative and Financial update

1) Grants

- DTF 14-08 225K- This grant expired on 5/31/2015. We used \$223.7K out of the total \$225K of the total available funds. The final grant report was submitted on 7/9 but will not be accepted by EFI until the 2014 Fiscal year audit is completed. This grant received 101.7K of GIK contributions. The budget for GIK was \$77.5K, so the TBDA was able to deliver 33% more gift in kind than expected.
- DTF- 15-02- This grant continues the work of DTF 14-08. The grant is for 150K and expires on January 23, 2016. We invoiced \$24,300 toward this grant on 7.9. We have received an initial disbursement from this grant of \$37,500 dollars of which approximately \$7k still needs to be invoiced before we collect any more funds from this grant.
- DRG -15-01- This grant is in conjunction with GTCC and THEDC. Total grant is \$109, 500. TBDA portion is \$40,250. This grant expired on 6/30. We ended up invoicing \$38K on 7/9 and ended up using just over \$39K of the \$40.2 that was available to us. We contributed over \$54K of GIK contributions to this grant against a budget of \$84.7K. The total GIK for the entire grant was 108K.
- New DRG grant application in conjunction with GTCC and the THEDC submitted on 3/19. Requested 125K in total- TBDA requested 35K as our portion of the total. This grant was approved though at a reduced amount. The final award to all three parties was 75K. While we are waiting for the contract to come from EFI, we have been told this grant became active on 7/1/2015 and expires on 6/30/2016. The TBDA portion of this grant is \$25.2K
- New FDSTF grant application was submitted on 4/24. The grant is titled “Operation Engagement.” This grant application was submitted at a \$275K level. The grant was approved for \$175 and primarily focuses on the actual engagement of MacDill 2025. We have returned the contract with our signatures and are waiting for it to be signed in Tallahassee before it becomes active.
- **Outstanding grant invoices for reimbursement are:**
 - **DRG 14-09- \$46,196**
 - **DRG 15-01- \$39,149**
 - **DTF 14-08- \$13,375**
 - **Total outstanding invoices = \$91,800**

2) Reimbursements received since last BOD meeting: \$123,000

3) Donations through the website total \$1750. Note that \$750 of the total is for the 9/11 Golf Tournament

4) Bank balance is approximately \$10,200.

5) The Audit for fiscal year 2014 has begun. Document requests have been handled, testing documents provided and a review meeting took place with O&A on 8/3.

5) Announcements

- Next Board Meetings: 9/15 Annual Meeting/Officer Elections/New BOD members