



# Tampa Bay Defense Alliance

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Minutes from the Board of  
Directors Annual Meeting

1/13/2015 from 6pm- 7:30pm

Surf's Edge Restaurant at  
MacDill AFB

John Schueler Presiding

Recorded by O'Rourke &  
Associates

Attendees: John Schueler, Chip Diehl, Ken Coppedge, Rich McClain, Tim Jones, Colonel Daniel Tulley, Colonel Randy Bright, Commissioner Al Higginbotham, Mike Meidel, Julie Fitzpatrick, GEN (R) Art Lichte, VADM (R) Brian Peterman, Bill Boesch, Jeff Gareau, Walter McCracken, Andrew Hall, Danny Watts

- Ø The meeting was called to order by the President at 6:16 p.m.
- Ø A quorum of Directors was present at the meeting.
- Ø The minutes from the 11/18 BOD meeting were ratified by unanimous vote.

## 1) AMC Visit

John, Chip and Mike delivered a recap of the 1/12 dinner and 1/13 meeting with AMC Leadership. Tampa Community representatives on the trip were: John Schueler representing the Tampa Bay Partnership and the TBDA, Chip Diehl representing the TBDA, Mike Meidel representing the Pinellas County EDC, Mary Ellen Elia representing the Hillsborough County Schools, Joe Lopano representing the Tampa International Airport and U.S. Representative David Jolly representing Florida's 13<sup>th</sup> Congressional District. AMC The group met with General Paul Selva, Commander of TRANSCOM (U.S. Transportation Command) and General Darren McDew, Commander of AMC (Air Mobility Command) and members of their staffs.

By all accounts the trip was a success. Presenting a united, community profile the team delivered a presentation that was well received by AMC. The "net message" delivered by the Tampa contingent was that we will do all we can to support Colonels Tully and Bright to ensure MacDill is ready, capable and has the capacity to support any mission or contingency our Nation, TRANSCOM or AMC demand. Follow up action steps from the AMC visit are already underway. Copies of the presentation delivered to AMC have been sent to attendees of the BOD meeting.

## 2) MacDill 2025

While the TBDA is leading the process of developing the MacDill 2025 plan in conjunction with Deloitte Consulting, the plan is a COMMUNITY plan, not a TBDA plan. The Deloitte team will be in Tampa on 1/27 and 1/28 to conduct interviews with Community Leaders from the Greater Tampa Chamber of Commerce, the Tampa Hillsborough EDC, the Pinellas EDC, the Tampa Airport, retired GOs and FOs, and others. It is expected that Phase I of the plan will be delivered by Deloitte in mid February.

### 3) MyMacDill

Originally conceived as a 4 minute video focused on the base, MyMacDill has evolved into a campaign that will be region wide and will run from April until Veterans Day in its first phase. HCP & Associates, a national research, strategy and marketing firm has been retained by the TBDA to lead the campaign. atLarge, creators of the TBDA website will create a MyMacDill website to support the campaign and Jamestown Associates, originally retained to shoot the MacDill video will support HCP with video production. We expect a detailed progress report to be delivered at the 2/17 BOD meeting.

### 4) Community Outreach, Membership Development and Workforce Initiatives

Due to time constraints these topics were deferred until the 2/17 BOD meeting. A specific request was made by Rich McClain to make sure that we discuss membership at the next BOD at length.

### 5) Stakeholder updates

#### Mike Meidel- Pinellas EDC

- Ø Pinellas EDC has obtained DRG grants to assist defense contractors in the county to do a better job marketing/selling their products and services not only locally but on a national/regional basis.
- Ø EDC has received a grant to assist the Coast Guard Station at the St. Pete Airport improve its security
- Ø Raytheon has received two grants to assist them in attaining 3 major contracts

#### Colonel Tully -6<sup>th</sup> Air Mobility Wing

- Ø The Colonel appreciated being kept in the loop about the AMC trip throughout the process and has also received good feedback about the visit.
- Ø He is looking forward to Corona during the second week of February

#### Colonel Randy Bright- 927<sup>th</sup> Air Refueling Wing

The Colonel has enjoyed working with Colonel Tully and described the levels of support they have for and extend to each other. He is impressed and happy with the levels of community support he has experienced. The Colonel is retiring in December of 2016.

#### Julie Fitzpatrick representing Kathy Castor and Florida's 14<sup>th</sup> Congressional District

Julie stressed how important supporting the active military and their families in the District was to Representative Castor. She also stressed the importance of politicians being in lockstep with the base.

#### Hillsborough County Commissioner Al Higginbotham

The Commissioner is pleased to be active with the TBDA again after being away for a few months. He stressed the importance of bringing civility back to politics and the importance of getting Hillsborough and Pinellas talking to and working with each other.

### 6) Administrative Update

John delivered a financial update and made it available to any attendee who wanted a copy.

- Ø The TBDA has approximately \$27,500 in the bank.
- Ø All grants are being tracked and administered correctly. Expiration dates and spending levels are being monitored.
  - Ø DTF 13-07- (130K) Purpose- Stand up TBDA- this grant will expire on 1/31/2015 and the available funds are expected to be completely used by that date. This grant was primarily spent to “stand up” the Alliance over the last year, to redesign the website and to begin to engage community organizations.
  - Ø DTF 14-08- (225K) Purpose- Create a marketing plan for MacDill AFB- this grant was due to expire on 1/9/2015. We have requested and received an extension until 5/31/2015. This grant is to be spent primarily on creating a “MacDill 2025” plan.
  - Ø Maintaining Our Glidepath Grant- (150K) not assigned a specific grant number by EFI/FDSTF yet- Purpose- Continue with Phases II and III of MacDill 2025.
  - Ø DRG 14-09- (80K) Purpose –Support for MacDill AFB- This grant will expire on 2/28/2015. This grant is being executed in conjunction with the Greater Tampa Chamber of Commerce and the Hillsborough Economic Development Corporation.

## 7) Announcements:

- Ø Next Board Meetings: 2/26, 3/31, 5/12 and 6/23
- Ø 2015 Trade Shows:
  - Ø SOFIC 5/19-21 in Tampa;
  - Ø Florida Defense Alliance Meeting 6/17 -6/18 in Tampa;
  - Ø GEOINT 6/21-24 in DC;
  - Ø Association of Defense Communities Annual Meeting 6/22-6/24 in DC;
  - Ø ATA Convention 10/29-10/31 in Orlando