



Tampa Bay Defense Alliance

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

Minutes from the Board of
Directors Annual Meeting

11/18/2014 from 6pm- 7:40pm

Amalie Arena Boardroom

John Schueler Presiding

Recorded by O'Rourke &
Associates

Attendees: John Schueler, Chip Diehl, Rich McClain, Jim Sampey, Colonel Daniel Tulley, Tim Jones, Scott Talcott, Darcy Foster, GEN (R) Art Lichte, Bill Boesch, Jeff Gareau, Walter McCracken, Andrew Hall, Danny Watts

- Ø The meeting was called to order by the President at 6:08 p.m.
- Ø A quorum of Directors was present at the meeting.
- Ø The minutes from the 9/23 BOD meeting were ratified by unanimous vote.

1) Grants

- 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. Deloitte Consulting has been engaged to create the plan. Initial meetings have been held. A timeline has been created that delivers the finished plan in Q1 of 2015.
- Ø Maintaining Our Glidepath Grant- (225K) not assigned a specific grant number by EFI/FDSTF yet- Purpose- Continue with Phases II and III of MacDill 2025 as well as to provide funds for a study concerning the usage of the Florida Rock parcel of land outside the main gate of MacDill. During the presentation process, the TBDA was once again singled out as the “Gold Standard” of Florida Defense Alliances by the FDSTF.
- Ø DRG 14-09- (80K) Purpose –Support for MacDill AFB- This grant is being executed in conjunction with the Greater Tampa Chamber of Commerce and the Hillsborough Economic Development Corporation.
- Ø General comments about grants: EFI (DRG and DIG grants) and the FDSTF are converting their “grant years” to run from June through May. Applications for the new grant year will be due in March of 2015.
- Ø Questions about grant budgets, tracking, and plans for future grants were asked and addressed by John and Chip.

2) Redesigned website

- Ø Danny Watts from atLarge presented the newly redesigned TBDA website. Numerous questions were asked and addressed about functionality, attributes and future use of the site. The site was to "go live" on Wednesday 11/19 with a request to all in attendance to log on to the site and offer constructive criticism before a public announcement is made about the new deployment of the site.

3) Membership Development

- Ø Walter McCracken, at John Schueler's request presented initial plans for a "membership initiative". Tactics for growth were discussed to include a clear definition of the TBDA's benefit to the community. A discussion about the differences between Active Membership (Regional leaders) and Associate Membership (individuals) also took place. It was agreed that targets would be set for number of members, by type and by date of membership. Local defense contractors were identified as examples of potential members. A more general campaign for Associate members was also discussed. Bill Boesch and Scott Talcott volunteered to assist Walter on the membership committee, chaired by John Schueler. Meetings will take place before the next BOD meeting on 1/6 and an update will be given to the Board at that time.
- Ø The two "Influencers" events held on 9/23 and 10/7 were successful and well received based on feedback from the attendees. We would like to have Colonels Tulley and Bright speak at upcoming events, preferably in the first quarter of 2015. Anthony Principi was also recommended as a speaker at an upcoming event due to his role as the Chairman of the 2005 BRAC Commission.
- Ø Workforce- Jim Sampey updated the group on a local workforce engagement with Fox 13 on a Veterans Workforce Telethon with our CareerSource partner, and the state initiative "Florida is for Vets" task force, its make up, charter and funding. The local Fox 13 activities included on air appearances by Jim and Chip Diehl discussing TBDA, local workforce opportunities and veterans and their family's skill sets. The Florida is for Veterans is chartered to coordinate multiple workforce initiatives focused on veterans' workforce initiatives throughout the state. The task force has approximately 5mm dollars to be spent on research, staffing, training, grants, entrepreneur, and outreach programs to the business community and our in state and out of state vets. Jim will keep the Alliance informed about opportunities to align our workforce initiatives with those of the task force.
- Ø AMC trip is scheduled for 1/12/2015. The plan for our contingent is to take two people who have been to AMC before and 4 new attendees. We will visit with Colonel Tulley before the trip to make sure he is aware of our agenda and to make sure objectives are align

4) Stakeholder updates:

Pinellas EDC- Scott Talcott:

- Ø There is now a CEO Defense Roundtable in Pinellas County in cooperation with Grow Florida. Ed Dottery from Alakai Defense Systems is leading this group.
- Ø The Florida Defense Contractors Association (FDCA) will be holding its annual Defense and Technology Showcase in the Tampa Bay area this Spring (their website does not indicate a date at this time). In the past couple years, the event has been held at the Sheraton Sand Key and was hosted by Former Congressman Young. The TBDA may want to consider having a booth and table for the lunch program.

6th Air Mobility Wing- Colonel Daniel Tulley

- Ø Colonel Tulley was able to share a little about his new strategy and the direction the wing is taking. He communicated the commander's intent, specifically meant to communicate the key elements of his strategy to the 6 AMW Airmen. His units are developing specific outcomes in line with these strategic priorities. The Colonel wanted to make sure that the Alliance understood that he is prohibited from engaging in any political activity, and cannot be perceived as suggesting or implying endorsement of activities contrary to the spirit of DOD policy. He expressed

appreciation to the team for their support and is looking forward to working closely with the Alliance over the next 20 months.

Tampa Bay Partnership- John Schueler

- Ø The Partnership has recently “stood up” a PAC called “Advance Tampa Bay”.
- Ø The Partnership is in the final stages of the workforce asset map - a GIS spatial layered map containing all the educational institutions, their curriculum, of graduates by degree, the current availability of job positions in the region by degree, and the average pay for each. This will be an important tool for integrating veterans into the workforce.

5) Legislative Update from Darcy Foster

Legislative Update:

- Interim Committee meeting dates occur the weeks of: 1/5/15; 2/2/15; 2/9/15; and 2/16/15.
- Regular Session Begins: 3/3/15

Early Appointments:

Senate:

- Sen. David Simmons, Chair of Senate Committee on Rules
- Sen. Garrett Richter, President Pro Tempore

Fiscal Review by Senate: Revenue to exceed obligations by an estimated \$336 million.

House:

- Rep. Matt Hudson, Speaker Pro Tempore
- Rep. Dana Young, House Majority Leader
- Rep. Jim Boyd, Deputy Majority Leader/Whip
- Rep. Richard Corcoran, Chairman of the Appropriations Committee

More committee appointments will be made in next 30-days by both Chambers.

6) Administrative Update:

- Ø Prior to future meetings, financial statements and other administrative items will be sent to the Board prior to the meeting for their review/approval. This step will be taken to allow the Board time to review information and to prepare any questions prior to the meetings. We hope to not only save time during the meetings, but to insure a quality review of pertinent information by the Board.
- Ø At the next ATA convention in Orlando it was strongly suggested that the TBDA have a booth on the show floor. General Lichte reinforced the fact that other communities are “displaying” in their own booths and that we will have access to many key influencers in the military and defense community by “being on the floor.” The General felt that we missed a big opportunity by not being at the convention this year.
- Ø 2015 Trade Shows: SOFIC – 5/19-5/21 in Tampa, GEOINT- 6/22-6/24 in Washington DC, ATA Convention 10/29-11/1/2015 in Orlando.
- Ø Next TBDA BOD Meetings 1/13/2015 and 2/17/2015- Amalie Arena at 6 P.M.