



# Tampa Bay Defense Alliance

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## Minutes from the Board of Directors Meeting

4/1/2014 6pm- 7:45pm

Tampa Club

John Schueler presiding

Attendees: John Schueler, Rich McClain, Chip Diehl, Darcy Foster, Doug Schwartz, Scott De Thomas, Art Lichte, Joe Lopano, Dave Timmons, Walt McCracken, Barry Alpert, Ken Coppedge, Tim Jones, Scott Talcott, Steve Morey, Bill Boesch, Linda O'Rourke

An aggressive agenda was planned for the meeting. Due to some of the Directors having to leave early it was decided to move the Business Plan discussion from the end of agenda to the beginning. Discussion of and questions about the plan consumed most of the meeting. Action steps are summarized on page 2.

### 1) Business Plan-

- Ø O'Rourke & Associates presented the business plan development process and timeline, resources used, key findings and recommendations per Rich McClain's request. An electronic copy of the presentation is available for Directors from Rich McClain who were not able to attend.
- Ø After the presentation, discussion took place, questions were answered and comments were made by the group. A vote was taken and it was unanimously agreed to accept the Plan as submitted. The Plan was described as a living document with changes expected. The business plan committee will lead the ongoing process of adjusting/amending the Plan as required.
- Ø Comments were made by various people about how much the group had accomplished from a "standing start" almost three years ago. The business plan was deemed to be a "good start" to formalizing processes and procedures.
- Ø Scott DeThomas suggested that the Mission Statement be reviewed and adjusted to include MacDill Air Force Base. Scott felt, and there was agreement, that mentioning MacDill in the Mission could and would act as a "bridge" to help communicate the TBDA relevance to the community more effectively than just mentioning the Defense Community. It is believed that MacDill will resonate on a more personal level than the general term "Defense Community", thus building support for the Alliance more quickly.
- Ø While Scott's suggestion was to amend the Mission Statement, it may be better to adjust the vision statement. A suggested version of the new vision statement including MacDill follows:

*The purpose of the Tampa Bay Defense Alliance is to create, sustain and support a vibrant and engaged environment throughout the Tampa Bay Region for the MacDill Air Force Base community where all team members speak with one voice, understand and cooperate with each other, to execute their roles in facilitating the accomplishment of the TBDA's mission: To Champion Our Defense Community.*

## 2) GI Bill-

We need to better communicate our accomplishments, speaking as ONE TEAM with ONE VOICE, while remembering that we live in the community. The passage of the GI bill on 3/31/2014 was discussed. The role of the Alliance in the process of getting the bill passed was significant but was accomplished "quietly" behind the scenes. A suggestion was made to put together an op/ed piece talking about the role of the Alliance in the passage of the bill. Since there are multiple facets of the Bill that the Alliance worked on like Tuition Reimbursement and the purchase of the Florida Rock Parcel for MacDill, a suggestion was made to generate a series of op/eds or press releases to start getting the name of the TBDA in front of the public on a consistent basis.

Additional note- while there was good news about the 8 additional tankers coming to MacDill, Scott cautioned everyone that it was not a "done deal" and not to talk about it as if it were.

### 1) Action Step: Governance

It was decided that one of the first objectives to accomplish from the plan was to develop, formalize, and finalize organizational governance requirements. Tim Jones will lead a governance committee. Working with O'Rourke & Associates (retained for another 60 days to assist with Plan execution) bylaws will be submitted to the Officers for review by 4/11/2014. Any changes to the draft submitted will be made in time to adopt the bylaws at or before the next BOD meeting on 5/13/2014.

### 2) Action Step: Grants

O'Rourke & Associates will lead a process that develops a management framework and execution standards for current grant requirements.

### 3) Action Step: Website

O'Rourke & Associates will convey and coordinate improvements with current web administrator. Rich will work with O&A to verify the domains owned by the TBDA and to get their expiration dates on a renewal calendar to be maintained in the TBDA database.

### 4) Action Step: Administration

O'Rourke & Associates will provide administrative support to execute portions of the business plan as deemed appropriate by the Executive Director.

### 5) Action Step: Replace Board Member

Chase Stockton has resigned as Board Member. He needs to be replaced. The process should follow the new Bylaws to be submitted and approved.

### 6) Action Step- Press/Public Relations

The group is to follow up on creation of op/ed piece and the creation of a series of articles. Many in the room have good contacts with press on both sides of the bridge, and can execute this step. The meeting closed without this being assigned to anyone specifically.

### 7) Action Step: Vision/Mission Statement adjustment

The Business Plan committee will reach out to Scott and agree on amended wording for the Vision or the Mission Statement to submit to the Board for consideration.