



Tampa Bay Defense Alliance

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

Minutes from the Board of
Directors Meeting

2/26/2015 from 6pm- 7:30pm

Amalie Arena Boardroom

John Schueler Presiding

Recorded by O'Rourke &
Associates

Attendees: John Schueler, Chip Diehl, Tim Jones, Barry Alpert, Commissioner Al Higginbotham, Mike Meidel, Walter McCracken, Danny Watts, Aileen Rodriguez, Rob Brooks, Darcy Foster, Clif Fischer, Linda O'Rourke

- Ø The meeting was called to order by the President at 6:10 p.m.
- Ø The minutes from the 1/16/2015 BOD meeting were ratified by unanimous vote.

1) Update on MacDill 2025 and MyMacDill

John provided an update on MacDill 2025. The final report has been received from Deloitte. The report is 40 pages long and also includes;

- Ø A stakeholder analysis;
- Ø An implementation plan;
- Ø An implementation plan schedule; and
- Ø A summary of the 6th AMW Commanders Intent

Key recommendations from the plan include developing, aligning, refining and implementing accurate messages and engagement activities that support the following proposed community goals:

- Ø Enhance the operational contribution, importance and potential of MacDill AFB and its tenant units.
- Ø Maximize the symbiotic relationship between MacDill AFB and the Tampa Bay Community
- Ø Serve as the DoD benchmark for providing a military friendly environment.

The report is to be positioned as a Community plan. The TBDA objective is to engage the community in the same consistent fashion and to have the community accept and work on executing the plan in the same consistent fashion. Over the next month, plans will be made to distribute the report to key community stakeholders and participants during the interview process that helped formulate the plan.

An update on My MacDill was also provided, with status reports of the interviews, media plan and website being delivered.

2) Board Discussion about "Moving Forward and Membership"

Chip provided a recap of the TBDA's accomplishments in a separate hand out. Subsequent to the meeting a request was made by one of the Directors to include the accomplishment list in the minutes of the meeting. They are listed as the end of this document. They have also been posted on the TBDA website at: <http://www.tampabaydefensealliance.com/our-accomplishments>.

The TBDA has invested its time working issues, and thus has built relationships throughout the community and region, with AMC, our congressional delegations and others. These relationships highlight the respect that has been built for the Alliance due to its efforts. The "Influencers" events that we have held have been a success. We are considering holding the first one of 2015 during SOFIC in May with General Craig McKinley the President and CEO of the NDIA being the speaker.

Chip also provided a chart that outlines a Strategic Engagement Plan with MacDill as the focus and beneficiary of messaging. The chart was referred to as a good vehicle for an "elevator speech" when communicating the findings of MacDill 2025 and in getting the Directors of and Advisors to the TBDA to speak with one voice. A copy of the chart will be included in these minutes as it was identified as a good tool for all to use.

Joining the Association of Defense Communities was discussed not only as part of Deloitte's recommendations, but because the organization will help us learn what other communities are doing to support their installations as well as giving us a window into how to obtain "Big dollars" from the DoD for initiatives like Tinker School.

Barry reminded the group that it was and is intended to be a "convener" and one way to convey relevance and value is to be seen as such. A discussion took place about using the same language and vernacular internally as a group, and then as a region when speaking around the country to others about OUR region and about MacDill.

It was decided that we will convene a meeting of the eight county EDCs, the 5 largest Chambers of Commerce who are most interactive with MacDill and the local chapter of the NDIA. We will present MyMacDill during that meeting. It is hoped that the community pride campaign will be a compelling reason to bring everyone together and further to get everyone to act/speak/execute together to the benefit of MacDill. Barry suggested holding the meeting on the base. Tim Jones is going to look into holding the meeting at JCSE.

If the meeting is successful, we will have begun the process of expanding our network to insure sustainability and relevance. The meeting will be held prior to the next BOD meeting in order that an update can be provided.

3) Administration

1) Grants

- Ø DTF 13-07 130K- expired 1/31/2015- used \$129,000 of the \$130,000 grant final grant report being written. Audit will be needed for EFI for each grant closed out.
- Ø DTF 14-08 225K- received an extension until 5/31/2015. This grant focuses primarily on MacDill. We will use 100% of the funds by 5/31.
- Ø DRG- 14-09- 80K- This grant is shared with THEDC (\$12,120) and the GTCC (16,970). TBDA portion is \$51K. This grant expires on 2/28/2015 and all funds will be used. Primarily for MacDill, website and administrative expenses.
- Ø DTF- 15-02- This is a continuation of DTF 14-08. The grant is for 150K and expires January 23, 2016.

- Ø DRG -15-01- This grant is in conjunction with GTCC and THEDC. Total grant is \$109, 500. TBDA portion is \$40,250. Also expires 6/30. We will use all funds.
- Ø New DIG and DRG grant applications due on March 19th.
- Ø New FDSTF grant applications will be due in May.

2) Audit for 2014 will commence in Q2 of 2015.

3) Tax exempt status granted by the state. Tax exempt certificates are available when traveling on TBDA business.

4) Florida Department of Agriculture application was approved. This means we can solicit donations/contributions outside Board members and Federal and State Grants.

5) Donations through the website total 1000.00 so far.

6) Bank balance is approximately \$15,000.

7) Reimbursements we expect:

- \$31.1K for DTF -14-08
- \$51.3K for DTF 13-07
- \$16.4K for DRG 14-09
- \$98.8K Total reimbursements

4) Accomplishments to be read into and included in the minutes:

2011

Ø Strategic Vision – ‘Tampa Bay as ‘San Diego of the East Coast’’ – Roundtable w/Mr. Mike Jones (San Diego), Chris Steinocher, Walter McCracken, Tim Jones and Chip Diehl, 22 Sep 2011

Ø AMC Visit – Mayor Buckhorn led – Brief: ‘MacDill AFB & Tampa Bay Community,’ dtd Oct 2011

Ø Tampa Bay Community Leader visit to SOUTHCOM, 1 Dec 2011

2012

Ø White Paper – UAVs to Florida – ‘Opportunity and Role for UAS Basing in State of Florida’, dtd 7 Feb 2012.

Ø Front Row Tampa Bay – ‘MacDill AFB & Military Impact’ Segment w/Cong. Castor, Gen Lichte, BGen Diehl & Col Celestan, Aug 2012

Ø Tampa Bay “Bay Area Legislative Delegation” (BALD) Meeting – ‘TB Defense Community’ w/Gen Lichte and BGen Diehl, 8 May 2012

Ø White Paper – DoD-VA Exo Center of Excellence – ‘Making Dreams a Reality: One Step at a Time,’ 9 April 2012

Ø Defense Reinvestment Grant (DRG) 2012-13 – ‘Tampa Bay Regional Defense and Security Sustainment, Development, Diversification & Expansion,’ dtd 12 May 2012 [In concert with EDC & Chamber]

Ø Visit Gen Doug Fraser, Commander, USSOUTHCOM – SRI, USF, CAMLS tours – Dinner/Speech to Community Leaders @ Tampa Club, 4 Jun 2012

- Ø Host Spectrum Analysis Team Visit – Led by Gen Newton – [In concert with Mayor, EDC, Chamber and MacDill AFB], 25-27 Jun 2012
- Ø Wash DC Visit – Cong. Castor led – Brief: ‘MacDill AFB & Tampa Bay Community,’ dtd 6 Jun 2012 – KC-46 Basing Strategy with Asst Sec Kathy Ferguson, Air Staff, Pentagon
- Ø Engagement – Relocation of F Company, 5th Btn, 159th Aviation Regiment (MedEvac) to MacDill AFB – Helicopter move, Current Initiative – On-going.

2013

- Ø White Paper – ‘Institute of Cyber Security & Technology of Tampa Bay,’ dtd 14 Jan 2013
- Ø Jordan Visit – Dep Dir of Royal Medical Services engagement with USF Health & CAMLS, 20-24 Jan 2013
- Ø FDSTF Grant Application – ‘TBDA Standup’ & ‘Operation MacDill – Monroe Middle School’ – 17 Jan 2013
- Ø WPO Visit to MacDill & CENTCOM – 15-16 Jan 2013 – Sponsored by Barry Alpert
- Ø LtGov Carroll Visit – TBDA, MacDill, JAH VA Hosp, Lightning & Yankees – 26-28 Feb 13
- Ø Gov. Scott Press Conference – Plasma Therm – Sequestration - 28 Feb 2013
- Ø The Principi Group – Spectrum Analysis: Progress Update–Visit to Tampa/MacDill–26 Jun 2013
- Ø FDSTF Visit to MacDill & Tampa Bay – Monthly Mtg & Tour of MacDill AFB – 27 June 2013
- Ø MacDill Community Leaders visit HQ AMC – Meet with Commander, AMC – Sept 2013
- Ø FDSTF Grant Awards: DRG, FDSTF & DIG – Sept 2013
- Ø TBDA asked to Host/Support Homestead/Miami Defense Alliance – Oct 2013
- Ø Govt Shutdown – Oct 1 – 16
 - Operation Embrace initiated to Bridge Shutdown Financial Impact
- Ø Airlift/Tanker Association – National Convention in Orlando – 2 Nov 2013
- Ø WorkForce Team – Bring together Bay region initiatives to one focused program
- Ø MacDill Charter School – TBDA lends support
- Ø Support to major Defense/Technology Conventions – SOFIC, Coalition, GEOINT, AUVSI & I/ITSEC
- Ø First Qtrly Letter to AMC/CC – Dec 2013
- Ø Strategic Partnership with High Tech Corridor & Space Florida
 - Assist in State of FL support to Emerging Technologies

2014

- Ø Florida GI Bill - In-State Tuition for Military Veterans moving to FL
 - 2015 Bill to make In-State residency ‘permanent’ filed.
- Ø Tinker Elementary School – Expansion to K-8
 - DOD OEA Grant to ‘build’ Middle School being led by Cong. Castor

- Ø FDSTF, DRG Grant Awards
 - Ø FL Rock – Leading process with FL DEP/DEO to secure parcel and eliminate encroachment
 - 2015: Full Fee Purchase failing; Working Restricted Easement Agreement (DEP)
 - Ø Influencer Receptions – Cong Jolly & Rep Jimmie Smith (Chmn, Mil & Vet Affairs Cmte)
 - Ø MacDill 2025 Strategic Engagement Plan launched with Deloitte (National)
 - Ø WorkForce Team expands to include Transitioning Military (including Spouses)
 - Ø P4 Initiatives - Launched
 - Ø Jim Sampey nominated to Florida is for Veterans Board
 - Ø New TBDA Website Rolled Out
 - Ø TBDA Business Plan finalized
- 2015
- Ø Visit to HQ AMC (Schueler, Elia, Lopano, Meidel & Diehl) – Jan 2015
 - Washington DC & HQ AF Reserve planned in 2015
 - Ø MyMacDill – In planning – April Launch
 - Ø Mobility Rodeo – “Taste of Tampa” and Community Support planning
 - Ø FL Legislative Session – Priorities:
 - Nursing Home – Plant City ?
 - Ad Valorem Tax Exemption to FL (MacDill) Military Housing
 - FL Rock resolution
 - Tinker School Expansion (Build Middle School – DOD Grant first)
 - CTO & Cyber
 - Ø FDSTF and DRG/DIG Grants . . .March / April Applications
 - Ø Gov Scott visit to MacDill – in Planning
 - Ø AF/AMC Leader visits to MacDill/ Tampa – New SAF/IE (Kathy Ferguson Replacement)
 - Ø Influencer Receptions –
 - Sec Principi
 - Wing Commanders
 - Gen McKinley (NDIA President)
 - Sen. Brandes/Rep Young (FL Legislative Recap)