



# Tampa Bay Defense Alliance

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## Minutes from the Board of Directors Meeting

3/31/2015 from 6pm- 7:30pm

Amalie Arena Boardroom

Chip Diehl Presiding

Recorded by O'Rourke & Associates

**Attendees:** Chip Diehl, Colonel Pete Santa Ana, Jim Sampey, General Art Lichte, Rich McClain, Bill Boesch, Jeff Gareau, John Tiliacos, Tim Jones, Mike Meidel, Walter McCracken, Darcy Foster, Clif Fischer, Eric Polins, Sean Coniglio

- The meeting was called to order by the Vice President at 6:08 p.m.
- The minutes from the 2/26/2015 BOD meeting was ratified by unanimous vote.

**1) MacDill 2025-** Chip delivered an update on MacDill 2025, describing the finished report provided by Deloitte as a "living document" that had been created by and for the community. Various Community Leaders had been interviewed as part of Deloitte's process to insure that the finished product reflected a diverse set of perspectives. The report was described as a strategic engagement plan that tells a story about MacDill AFB, focusing on its capacity, capability and readiness. Using General Selva's quote as an activator, it is hoped that the report will help the community come together as one team, with one voice and one message concerning MacDill. A preamble has been written by John and a preface written by Chip. Copies of the report will be distributed after Easter to the TBDA Directors, Mayor Buckhorn, Colonel Tulley and those interviewed for the report.

**2) My MacDill-** Chip gave an overview of the campaign covering the fact that the campaign is coalescing nicely. The launch is planned for 4/16 with Phase I ending on 9/18. Described as an "ALS type campaign without the ice water" component, the social media and fun aspects of the campaign were recapped and discussed. The MyMacDill website, media plan, logo merchandise and the video taped interviews with community leaders were also reviewed and discussed in some detail.

Eric and Sean from HCP then walked the group through the presentation given to the regional EDCs and local Chambers of Commerce on 3/24. Immediate feedback and follow up after the 3/24 meeting from the attendees indicated not only support for the campaign, but a willingness to cooperate, coordinate and work with the TBDA and other attendees against a common objective.

General Lichte informed the group that the theme of this fall's ATA convention in Orlando is going to be "Preserving the Culture". He felt that the MyMacDill campaign would be a perfect topic to present at the convention. John Tiliacos from Tampa International Airport offered ideas and support for the campaign. Other ideas for the campaign and additional offers of support came from the group as well.

**3) Outreach-** The group was reminded by Jim Sampey that the 3/24 MyMacDill meeting was intended to be used as a convening vehicle. The 3/24 meeting was the first time the Alliance had been able to bring together such a large group of EDCs and Chambers in one place to have a unifying discussion about one topic. MacDill proved to be the key topic that everyone could agree to support. We hope to build on the momentum created by MyMacDill to convene other meetings on topics where the community can begin to speak with one voice, using common vernacular e.g. the MacDill 2025 report.

**4) Membership-** Trade shows and other outreach events were discussed as forums for messaging from the group about MacDill, which led into a discussion about attendance at such events being seen as a benefit for potential members. The membership discussion began in earnest at this point in the meeting.

A membership worksheet was passed out and Walter walked the group through the ideas behind the categories for membership, the annual “dues” structure and the initial list of benefits to be provided by the TBDA to members. Due to time constraints, the discussion was limited to 15 minutes with good observations and feedback offered by the group. Mike Meidel’s observations about capping the maximum amount to be charged for dues at \$5000 and limiting the number of membership categories were echoed by many in attendance.

An “assignment” was given to the attendees. They are all to review the membership handout before the next BOD meeting on 5/12. They are to forward comments/suggestions to Walter and O&A before the meeting in order for their contributions to be aggregated for presentation to the entire group. The group resolved to complete the discussion and leave the next BOD meeting having agreed on benefits, dues structure and membership categories in order to undertake a membership “drive” during the summer.

During the membership discussion, new BOD members were discussed. Chip stressed that we need to consider more diversity within the Director group. TBDA bylaws permit up to 21 Directors and only 11 seats are currently filled. An objective of the membership discussion is to clearly outline how new members can become Directors. Prior to the next meeting, an extract of the TBDA Bylaws outlining the roles and responsibilities of a Director will be sent to Leadership, reminding them to take the Bylaws into consideration when making comments or suggestions about filling empty Director “seats” with new members.

**5) Washington Trip-** During the period between 6/21 and 6/25, GEOINT and the Association of Defense Communities Annual Convention will take place in Washington DC. The TBDA Officers have decided to make their first “congressional visit” of the year during the same week. Meeting attendees were asked to note the dates in their calendars and volunteers were requested for those who could travel during some or all of that week, to represent the TBDA and the region. Some of the local EDCs are already going to be in Washington for GEOINT and some of the Chambers are planning on attending GEOINT as well. The ADC event is new, as we only recently joined the Association, hence we will need coverage. Tim Jones and Bill Boesch immediately responded with their availability and willingness to help out on the trip. Follow up on this topic will take place before the next BOD meeting.

## **6) Administrative update**

While Chip covered many of the points below throughout the meeting they are summarized here in the administrative section.

### **a) Grants**

- 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. Final grant report being written this week.
- 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. Quarterly report being written this week.
- DRG- 14-09- 80K- This grant is shared with THEDC (\$12,120) and the GTCC (16,970). TBDA portion is \$51K. This grant expired on 2/28/2015 and all funds were used. Completing final grant report this week. Primarily for MacDill, website and administrative expenses.

- DTF- 15-02- This is a continuation of DTF 14-08. The grant is for 150K and expires on January 23, 2016. Quarterly report being written this week.
- 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. Quarterly report being submitted to GTCC this week.
- 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.
- New FDSTF grant applications are due on April 24<sup>th</sup>.
- **Grants obtained by the TBDA to date total \$641,639.**

b) MyMacDill LLC has been created to provide separation of non profit and “for profit” activities, if necessary, as part of the MyMacDill campaign.

c) MyMacDill trademark will be licensed to EDCs and Chambers who agree to support the campaign

d) Reimbursements received since last BOD meeting:

- \$31.1K for DTF -14-08
- \$51.3K for DTF 13-07
- \$16.4K for DRG 14-09
- \$37.5K for DTF 15-02 Initial Disbursement of 25% of grant total.
- **\$136K Total received**

e) Total payments made to vendors since last BOD meeting **\$107,881.**

f) Donations through the website total 1000.00 so far.

g) Bank balance is approximately \$43,288.

h) TBDA has joined the Association of Defense Communities. John is listed as the main contact. Contact O’Rourke & Associates if you want to receive ADC daily or weekly newsletters

## **7) Announcements:**

- Next Board Meetings: 5/12 and 6/23- **NOTE THE 6/23 Meeting will be rescheduled due to the aforementioned Washington trip.**
- 2015 Trade Shows:
  - SOFIC 5/19-21 in Tampa;
  - Florida Defense Alliance Meeting 6/17 -6/18 in Tampa;
  - GEOINT 6/21-24 in DC;
  - Association of Defense Communities Annual Meeting 6/22-6/24 in DC; and
  - ATA Convention 10/29-10/31 in Orlando

**The meeting was adjourned at 7:30 p.m.**