



# Tampa Bay Defense Alliance

P.O. Box 172925 • Tampa, Florida 33672 • [www.tampabaydefensealliance.org](http://www.tampabaydefensealliance.org)

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## Minutes from the Board of Directors Meeting

5/12/2015 from 6pm- 7:30pm

Centre Club

John Schueler Presiding

Recorded by O'Rourke & Associates

**Attendees: John Schueler, Chip Diehl, Rich McClain, Tim Jones, Commissioner Al Higginbotham, John Tiliacos, Mike Meidel, Andrew Hall, Paul Senory, Walter McCracken, Darcy Foster, Linda O'Rourke**

- The meeting was called to order by the President at 6:12 p.m.
- The minutes from the 3/31/2015 BOD meeting were ratified by unanimous vote.
- The minutes will follow the agenda, and will not necessarily recap the discussions in the order in which they took place.

## **1) Update on MacDill 2025/MyMacDill**

### **MacDill 2025**

Since the 3/31 BOD meeting, final copies of the MacDill 2025 report, with a preamble written by John and a preface written by Chip have been distributed. TBDA Directors, Mayor Buckhorn, Colonel Tulley and those interviewed for the report have received copies. Additionally, those who requested copies of the report at the 3/19/2015 Tampa Bay Partnership's presentation on BRAC received their copies as well. This group included members of the local print press.

On April 8<sup>th</sup>, John Schueler met with Mayor Buckhorn to review the report and to discuss how the Mayor could lead the regional effort to execute many of the components of the report. The Mayor agreed to be the MacDill 2025 "lead" and the TBDA has begun to work with him on messaging. We have also discussed the make-up of a MacDill 2025 committee, to include many local community leaders representing local and regional organizations. John Schueler had a separate meeting with Colonel Tulley also on April 8<sup>th</sup>, to review the Study, recap the meeting with the Mayor and to develop a plan to keep Base Leadership informed on an ongoing basis about execution of and messaging for MacDill 2025.

On 4/27 John met with General Jim Soligan from Deloitte Consulting who led the MacDill 2025 team. John provided an update to General Soligan about progress against the plan's action steps and they discussed ways in which the Mayor could begin the process of leading the community on MacDill focused initiatives.

A trip was made to Tallahassee to discuss MacDill 2025 and the MyMacDill campaign. The trip took place on 4/15 and 4/16. TBDA Leadership met with different members of the state legislature representing our eight county operating area. We delivered and reviewed copies of the MacDill 2025 Report to/with Sen Thad Altman, Sen Jeff

Brandes, Sen Tom Lee, Rep Jimmie Smith, Rep Matt Gaetz and Rep Dana Young. The conversations followed up on meetings held during February by John Schueler with many of the same people.

### **My MacDill**

We launched our Community's 'Pep Rally' in honor of MacDill's 75<sup>th</sup> Anniversary as an operational Base on April 16<sup>th</sup>, across the Tampa Bay region. The MyMacDill Campaign is a direct support mechanism for the MacDill 2025 Study as the campaign addresses multiple action steps from the MacDill 2025 engagement plan.

- TBDA presented MyMacDill to the South Tampa Chamber of Commerce's Military Affairs Committee on 4/7
- Program launched with Jack Harris on 4/16
- TBDA presented MyMacDill to the Bay Pines Foundation on 4/17.
- TBDA presented MyMacDill to the SunTrust BOD on 4/22.
- TBDA presented MyMacDill to the Brandon Chamber of Commerce Monthly Luncheon on 5/5.
- Chip was on Dan Maduri's radio show on 5/11
- Bay News 9 has run a piece

While the campaign has incurred hard costs of slightly over \$100,000 to date, the campaign has also received almost \$350,000 of Gift in Kind donations of products or services from over 40 different community partners, companies and individuals.

Website and Social Media metrics are being tracked on a daily basis. Bi-weekly conference calls have begun with community partners to keep them updated on campaign progress. Written recaps are being sent to the same group every two weeks as well. Additional MyMacDill information is recapped below in the administrative update.

### **2) Financial update**

See the administrative update section below, for information about TBDA financials. We are running tight on cash as we are waiting for our Q1 invoices to be paid by EFI as part of the quarterly grant reporting process.

We held a discussion about reinstating the annual \$2,500 donation from the TBDA Directors and Officers. While no definitive action step was finalized, the plan at the conclusion of the meeting, was that John would write a letter to the Directors, outlining the accomplishments of the Alliance and soliciting a 2015 donation of \$2,500 from each Director/Officer.

While the Bylaws currently state that a Director must contribute \$2500 each year, the contribution can take the form of cash or Gift in Kind Services. This topic was debated at some length, with no resolution in terms of confirming or changing the policy.

Membership dues and non-state grant revenue were also identified as sources of revenue. See membership benefits, below. Also see the administrative update for comments pertaining to foundation issued grants.

### **3) Board Discussion**

#### **Membership Benefits-**

Continued discussion took place on the draft of the brochure that Walter had created. A list of TBDA accomplishments has been created and will be used as content for a "general" brochure about the TBDA. A second brochure listing member benefits and costs will also be created. Additional work on this initiative will be completed at the weekly Leadership meetings.

Discussion about the amount of annual membership dues continued as well as a discussion about the ability to prorate dues based on the date a member joins the TBDA. These two topics will be finalized during the weekly Leadership meetings and a final recommendation/presentation will be made to the Board at the next meeting.

### **Outreach/Prospecting-**

Outreach was discussed in two completely different contexts:

First- continual presentations to community organizations about the TBDA activities and accomplishments must be an ongoing priority. We are making headway using MyMacDill as a topic to get the TBDA in front of different community groups. This has led to curiosity about the Alliance and has created a number of inquiries about membership/or how people can join/help/volunteer.

Second- begin presentations where soliciting membership is a clear goal of the presentation. We must maintain sensitivity to all community organizations that collect dues/membership fees, so as not to be seen as trying to compete or usurp. When answering the questions about who we are, what we do, why are we relevant, and what benefits we bring to the table, it is critical for ALL TBDA personnel to remember that we are the ONLY REGIONAL DEFENSE focused organization in the eight county region that has the reach, relationships, and influence that we possess. We bridge across communities and organizational lines and are finally acting as a convening group, able to bring "scale" to discussions about issues of importance to the region.

See list of upcoming Outreach events listed below.

### **4) Administrative update-**

Much of the content recapped below was discussed at various times during the meeting. The following summary is from the monthly TBDA management letter.

#### **1) Grants**

- DTF 14-08 225K- This grant expires on 5/31/2015. We will use \$224K of the total. The final grant report is being started this week for submission to EFI with an invoice for the final \$14K of unbilled funds.
- DTF- 15-02- This is a continuation of DTF 14-08. The grant is for 150K and expires on January 23, 2016. We have only invoiced \$6,200 toward this grant so far. We expect to invoice approx. \$75K toward this grant during the July quarterly report cycle. We have received an initial disbursement from this grant of \$37,500 dollars.
- 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 have invoiced for \$1K to date but will invoice for the balance during the July quarterly report cycle.
- 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. Waiting for approval notification. We expect to hear something by early June at the latest.
- New FDSTF grant application was submitted on 4/24. The grant is titled "Operation Engagement." John will make a presentation of the grant application on 5/21 in Tallahassee.
- **Outstanding grant invoices for reimbursement are:**
  - **DRG 14-09- \$46,196**
  - **DRG 15-01- \$990**
  - **DTF 13-07- \$2,796**
  - **DTF 14-08- \$123,000**
  - **DTF 15-02- \$6,207**
  - **Total outstanding invoices = \$179,189**

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

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

4) MyMacDill logo has also been trademarked and will be licensed as necessary.

5) Ability to secure Foundation issued grants.

The TBDA was analyzed and “graded” by an outside party to determine strengths and weaknesses prior to applying for foundation issued grants. Overall the TBDA “graded out” very well. We have strong policies, procedures, governance and leadership. Three different topics were identified as necessary hurdles for us to obtain many foundation issued grants:

- Lack of Diversity on BOD ( expanded membership will allow us to address this issue)
- Lack of Diversity of revenue sources (membership fees will address this issues)
- Lack of formal annual operating budget (O&A is working on completing budgets)

6) Reimbursements received since last BOD meeting: NONE

7) Total payments made to vendors since last BOD meeting \$37,027.34.

8) Donations through the website total 1000.00 so far.

9) Bank balance is approximately \$5,200.

10) The Audit for fiscal year 2014 will commence in June. We have received the engagement letter from Shinn & Company.

11) 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.

**12) TBDA outreach events scheduled:**

- 5/19-5/21- SOFIC at the Tampa Convention Center- Tim Jones has graciously allowed the TBDA to share his booth space at the convention. This will be MyMacDill outreach. O&A will “work the event.”
- 5/20 - Presentation of MyMacDill to the South Tampa Chamber of Commerce Monthly Luncheon. Jim Sampey will present.
- 5/27 - Presentation to the Vinoy Business Alliance. John Schueler will present.
- 5/30- Taste of Brandon- This is a MyMacDill outreach event. O&A will “work the event” along with Clif and Tina Fischer. Brandon Chamber has donated booth space at no charge.
- 6/17- Central Pinellas Business Forum- This is a MyMacDill outreach event. O&A will “work the event.” Central Pinellas Chamber of Commerce has donated booth space at no charge.
- 6/21-6/25- TBDA will have a presence at GEOINT and the ADC annual conference. Rich McClain and Lisa Monnet will cover GEOINT. John Schueler and Tim Jones will cover the ADC event. The TBDA is scheduled

to be a panelist at a concurrent session the theme of which is: **Speaking w/ One Voice – Developing Regional Defense Alliances that Coordinate w/ States and Local Communities.**

- 6/23- Florida Defense Contractors Association Federal Affairs workshop to be held in Washington DC. Scott Talcott will be representing the Pinellas EDC at the event. TBDA to coordinate with Pinellas EDC on this event.
- 6/22-6/25- Congressional and Military meetings in Washington DC. Chip is setting up meetings with congressional delegation and possible military meetings during this week. Bill Boesch will team with Chip. If General Lichte is available he will join Chip and Bill for the congressional and military meetings.
- 9/11- Tampa Community Golf Tournament to take place on MacDill AFB.

### **7) Announcements:**

- Next Board Meetings: 8/4 and 9/15-
- **NOTE THE 6/23 Meeting is cancelled due to the aforementioned Washington trip.**
- 9/11 Community Golf Tournament to Benefit MacDill AFB
- 2015 Trade Shows:
  - SOFIC 5/19-21 in Tampa;
  - GEOINT 6/21-24 in DC;
  - Association of Defense Communities Annual Meeting 6/22-6/24 in DC;
  - Florida Defense Support Task Force Meeting in Tampa on 7/15-7/16; and
  - ATA Convention 10/29-10/31 in Orlando

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