



MINUTES – June 28 2018
FloridaWest Economic Development Alliance – Board of Director’s Meeting
Co: Lab- 418 W Garden Street - 3rd Floor Conference Room

Members Present: Wendell Smith, Rebecca Ferguson, Jim Waite, Karen Sindel, Bonita Player, Tim Haag

Associate Members Present: Jonathan Tucker

Staff Present: Scott Luth, Attorney Margaret Stopp, Kelly Reeser, Danita Andrews, Sena Maddison, John Hutchinson, Melissa Stoker

Members Not Present: Donnie McMahon, Lewis Bear

Public Citizens Present: Dottie Dubuisson, Robert Bender

1. **Call to Order:** The meeting was called to order by President Wendell Smith at 10:07am.
2. **Public Notice:** This meeting was publicly noticed on June 20, 2018.
3. **Public Comment:** President Wendell Smith asked the room if there was any public comment. Dottie Dubuisson expressed her appreciation of our efforts. Wendell Smith thanked her for her support both in the meeting as well as publicly. Wendell Smith asked for additional comments. There were none.
4. **Action Items**
 - a. **Approve May 8th, 2018 Meeting Minutes:** With no changes, it was MOVED by Karen Sindel, and SECONDED by Jim Waite to approve the February 28th minutes. The motion passed unanimously.
 - b. **Approve May Financials:** Scott Luth presented the financials to the board. After Scott Luth briefed the board members in detail about the May financials. It was MOVED by Karen Sindel and SECONDED by Jim Waite to approve May financials. The motion passed unanimously.
5. **Discussion Items:**
 - a. **Strategic Planning Update:** The presented version was approved at the PEDC meeting earlier this month. Wendell Smith requested that the board approve this as a report card for both city and county governmental bodies as an indicator on how we should be judged and held accountable. This is our scorecard. It empowers Scott Luth and the FloridaWest team the backing of both the PEDC and CEDA Boards.
John Hutchinson reported on changes regarding why we do what we do. He drew attention to “why we” do this sections. There were some formatting changes. This is a living document that will change over time. This document gets everyone on the same page for expectations of what we do AND don't do, and how we are held accountable.
Scott Luth verified that the order of the document has changed as John Hutchinson mentioned. He explained that this was strategic in nature as an effort to remind people we have a plan and why. We are continuing to work with UWF on the economic impact data, which is a place holder on page 5 and at the end of the document. We are expecting some strong numbers when we get the report back from Haas Center

Tim Haag asked for clarification on the purpose of the red lettered text. Scott Luth indicated that this text is a reflection of the major points of decision. John Hutchinson referenced page 16 with a summary of all those plans. Jim Waite expressed his thanks to John Hutchinson for taking on this major task and there are a lot of good results and a strong playbook to use going forward. He stated that this brings all the parties to the same goal. Karen Sindel suggested we use our FloridaWest blue or green instead of red as red typically indicates red line and errors. Margaret Stopp indicated that she read the document cold and was extremely impressed based on her experience with other boards. Karen Sindel stated that she loves that this was initiated instead of waiting for direction. She asked when we plan to roll this out officially. Scott Luth referenced discussion with the PEDC board about when to roll this out. Scott Luth communicated that we originally were looking at July 5th but will more than likely be formally presenting the document in August. He will update when he has more information. There will be a corresponding PowerPoint presentation as well as a marketing handout and a website section. We are also creating a dashboard on the website where we will track our efforts to be updated as we progress. Karen Sindel asked if we could go ahead and present to the Chamber of Commerce. Scott Luth saw no issue with it. John Hutchinson indicated we need to be mindful of the County Commissioners also funding and supporting us. Karen Sindel agreed that it needs to go to stakeholders first. Scott Luth indicated he will reach out to set up. Wendell Smith believes the stakeholders should hear about this directly from us. Jim Waite asked about when we plan to fill the two positions of Cybersecurity and Workforce Development. Scott Luth indicated that both positions will require board direction. Tim Haag asked if there is anything in this document that hinges on current local governing bodies. Scott Luth expressed that it will be impacted if funding changes. We would not be able to sustain and add additional positions without continued funding. Jim Waite expressed that the beauty of this document is that it is fluid as things change. MOVED by Wendell Smith and Jim Waite to approve. Karen Sindel SECONDS. Wendell asked if there are any other comments. Jim Waite requested we change the red. The document was approved unanimously.

b. ED Project Updates

- i. Cybersecurity Implementation Update:** Scott, Karen, and Rebecca met to go over the Cybersecurity strategy in a publicly noticed meeting. Scott Luth deferred to Karen and Rebecca on their thoughts. Karen Sindel deferred to Rebecca Ferguson. Rebecca Ferguson cited the direction of the world in regards to Cybersecurity. She encouraged asset mapping and continuing our partnerships with organizations like UWF. Rebecca Ferguson identified that there is agreement between herself and Karen Sindel as well as Scott that a Cybersecurity person is needed to move us in the right direction going forward. Karen Sindel cited the enormous amount of ground work needed and the asset mapping this will require. We need someone on the ground very quickly that can work within our community. We are looking at Robert (Bob) David, who is retired from this field. Scott Luth said that he spoke with Bob briefly as of

yesterday, and he is still interested. There will be some additional clarification. Scott Luth is requesting Board Authority to move forward with input from Karen Sindel and Rebecca Ferguson. Jonathan Tucker stated that you can't find someone more qualified than Bob David. Karen Sindel MOVED to pursue this candidate. Jim Waite SECONDS. Wendell Smith wants it notated that nothing will be executed without Rebecca Ferguson and Karen Sindel's approval. Scott Luth indicated that if he gets the approval today, he will make minor modifications to the document. He will then share the document one on one with Rebecca Ferguson and Karen Sindel. He will then pursue with their concurrence. It passed unanimously.

- ii. **Co:Lab:** Kelly Reeser discussed the 1 Million Cups initiative started in April, which is an intentionally diverse group of organizers. They support and reflect very diverse aspects of our community. This platform is brought to our community so 2 people can pitch their business. Please come to the next event July 11th at the CoWork Annex. Santa Rosa has commissioned an Incubator study, and Kelly met with the students conducting the study. We are at 88% occupancy in our incubator. The remaining space has been shown several times but the unique configuration makes it difficult. She shows it about 2 times a week. We are currently serving 14 clients. ITEN Wired will be October 1-2. We are working in partnership with UWF to bring a Pricewaterhouse Cooper employee over from Germany for this. July 9th is the IRIS Open House. Invitations to follow.
- iii. **Business Development:** We have 24 active projects, 7 existing, 17 new, and 13 site visits to date. Last month we had 6 RFPs and 3 site visits. With an increase in recruitment, sometimes the business retention visits lag. FGNW has a worksite consultant who visited last month who openly expressed how his opinion had completely changed after visiting the area. Scott Luth expressed that one of our big efforts this next year is our partnership with Gulf Power and other EDOs within our territory to capitalize on our existing industries within the region. Gulf Power has offered to pick up most if not all of that program cost. This will allow us to enhance our reporting. More details to follow in the next couple of months as we begin to roll out that program and initiatives. Jim Waite asked how 17 potential new projects compares to previous years. Danita Andrews indicated that it is an upward trend and that we are ahead of where we were this time last year.
- iv. **Marketing/Workforce:** Scott Luth was approached by Sheryl Rehberg with CareerSource Escarosa after the last discussion on workforce development. She would like to see someone who is able to support our business and education partners and has offered to help fund our workforce position if we hire someone that would work in both counties. Scott's counterpart in Santa Rosa County indicated that he is on board and sees benefit. Scott would want this position to be a FloridaWest employee and ultimately answer to us. Jim Waite indicated his agreement with the overlap between Escambia and Santa Rosa

County. He just wants to make sure that we do more background research to ensure this idea is supported. Scott Luth indicated that if the board believes it is worth pursuing, he will have deeper conversations and come back with recommendations. Margaret Stopp indicated that there may be a way through the bylaws to incorporate our associate members to assist. Rebecca Ferguson indicated concern for sustainability. Scott Luth indicated this position is in our budget but that there is a lot to still discuss. He just wants the authority to pursue. Jim Waite expressed his support. Karen Sindell expressed her support with the caveat that the position answer to Scott Luth. Bonita Player expressed that we are not clearly stating our commitment to diversity. She also stated that she knows our intention is to be sensitive to diversity, but we are not stating it outright. We need to be intentional to include this in our conversations. The individual that is hired needs to be sensitive to diversity. Scott Luth expressed the need to move more of our youth, specifically those not graduating or those that are graduating but not going on to college, into our target industries and career academies. Scott Luth stated that it can be included in our PowerPoint. Rebecca Ferguson suggested adding under section 4 the word "diverse" in the 5 year strategic plan. Scott Luth cited page 9 and asked if we want to insert the word "diverse". Formal amendment needed per Margaret Stopp. Scott Luth and John Hutchinson will review the document for further opportunities to address diversity. Tim Haag MOVED to amend. Jim Waite SECONDED. Wendell Smith asked for more discussion. Passed unanimously.

- v. **ED Calendar Review:** The Florida Department of Economic Opportunity has started a new website for businesses in a disaster at www.floridadisaster.biz. There will be an announcement next week. Karen Sindel stated all 5 Chambers need to be included in this.
- vi. **Triumph/Legislative Funding Requests:** Scott stated that there are 3 major Triumph asks 1) Airport Campus 2)UWF Request for Advanced Programming 3)Escambia Co School District
We are also working a significant project with the Port of Pensacola. We may be on the city agenda on July 19. If it does move forward, we will let the board know. This project allows for the port to be a hybrid.
Dottie Dubuisson reminded the board to complete their surveys online for the Port study before the July 14th deadline.
Other Business: Blue Angels show on July 14th. The City of Pensacola is coming on to ECUA recycling effective Monday, July 2nd. Tim Haag encouraged us to all consider alternate beverage containers from Styrofoam to something recyclable.

6. **Adjourn:** The board adjourned at 11:41am

The next FloridaWest Board of Director's Meeting will take place on July 25th at 2 pm.

Respectfully Submitted By:

Karen Sindel, Secretary/Treasurer
FloridaWest EDA