
Agenda

- 1. Call to Order** **David Bear**
- 2. Administrative Items:**
 - a. Public Notice (*May 23, 2025*) **Tabitha Lee**
 - b. Roll Call **Tabitha Lee**
 - c. Public Comment **David Bear**
 - d. Approval of Agenda * **David Bear**
- 3. Financial Report and Minutes:**
 - a. Review of Financials – *April 2025* **Olevia McNally**
 - b. Approval of Executive Committee Minutes – *April 11, 2025 ** **David Bear**
- 4. Office Reports:** **Chris Platé**
 - a. Community Information
 - b. Economic Development Reports
 - Product Development
 - Recruitment and Retention Activities
 - c. CO:LAB Report
 - d. Marketing Activities
- 5. Other Business**
 - a. Discussion of Suggested Committees **Chris Platé**
- 6. Adjourn** **David Bear**

*Action Needed **

Fiscal Year 24-25 Meeting Schedule

Board Meeting: 4th Tuesday of each month from October 2024 to September 2025:

- | | |
|---|--|
| <ul style="list-style-type: none">• June 24, 2025: FYE 25/26 Budget Due• July 22, 2025: FYE 25/26 Budget Due to the PEDC approval per interlocal agreement Nominating committee meet | <ul style="list-style-type: none">• August 26, 2025: Board officer nominations• September 23, 2025: Board Elections |
|---|--|

Executive Committee Meetings: 2nd Friday of each month from October 2024 to September 2025:

- | | |
|---|---|
| <ul style="list-style-type: none">• July 8, 2025 | <ul style="list-style-type: none">• August 8, 2025 |
|---|---|

Minutes

1. Call to Order:

President David Bear called meeting to order at 8:03 a.m.

2. Administrative Items:

a. Public Notice

Ms. Tabitha Lee confirmed public notice was made on March 31, 2025.

b. Roll Call

President David Bear	Present
Vice President Ryan Tilley	Present
Secretary Dr. Charletha Powell	Present
Treasurer Olevia McNally	Present
Past President Rick Byars	Absent

Staff and Support:

Chris Platé, Tabitha Lee, Patrick Rooney, Danita Andrews, Ryan Campbell and Jeff Rogers

Public Present: None

c. Public Comment

President Bear requested public comment, and no comment given.

d. Approval of the Agenda

The agenda for the meeting was reviewed. No comments or corrections were made. Mr. Ryan Tilley made a motion to approve the agenda, which was seconded by Dr. Charletha Powell. The motion passed unanimously.

3. Financial Report and Minutes:

a. Review of March 2025 Financial Statements

Ms. Olevia McNally reviewed the financial report for the period ending March 31, 2025, and noted that the organization remains in a strong financial position. While new private investment line item fell short of the inflated projection in the budget and is being offset by the overstated payroll expense line item. Overall expenses were well-managed and stayed under budget.

b. Approval of Executive Committee Minutes – March 14, 2025

The minutes from the March 14, 2025 Executive Committee meeting were reviewed. Dr. Powell made a motion to approve the minutes, which was seconded by Mr. Tilley. The motion passed unanimously.

4. Office Reports:

a. Product Development

Mr. Platé reported the Community data reporting is still a huge question mark that will hopefully resolve itself with more months of data. Until we have better information this data set is hard to present with confidence. Tech Park is still the highest priority. The PEDC Board has engaged ECS to perform the Geotech survey. Staff is seeking a working masterplan for Phase 2 of Central Business Park to ensure we construct the site with the most efficient utility layout.

b. Business Development

Ms. Danita Andrews provided an update on business development activities, highlighting 22 active projects potential jobs 1018 and potential investment 500 million. She reported ongoing engagement with existing industries through site visits. The Foreign trade reports activity is high mostly through GE's activity and the tariffs impact.

FWEDA has announced 3 Projects, with a total investment of \$77.6 million and the creation of 165 new jobs. Going back and looking at the Economic Development activity, for the investment the county has made since 2014, the ROI has been 444%, demonstrating that the investment in PEDC and FloridaWest is the best return for the tax payers of anything else the County contributes.

c. CO:LAB

Mr. Patrick Rooney provided an update on the CO:LAB operations, highlighting current occupancy at 60.7% across three floors, with 25 clients and 59 employees. He noted continued engagement with targeted industries and consistent rental income. Mr. Rooney also reviewed client updates and recent departures, expressing his confidence in CO:LAB's ongoing plan for growth and community impact.

d. Marketing:

Mr. Jeff Rogers discussed the latest marketing and communications review, highlighting key metrics from March 2025 compared to February 2025. He noted a 6% increase in unique users on FloridaWest.com, while page views decreased by 4%. Conversely, CO:LAB.com experienced a 27% increase in users and a 22% increase in page views. On social media, FloridaWest's Facebook reach increased by 47%, while LinkedIn impressions dropped by 56%. CO:LAB's social media metrics showed growth across all platforms. Additionally, upcoming events were announced, including Taco Thursday on April 24 and 1 Million Cups on May 7 at CO:LAB. Mr. Tilley asked about creating a snapshot or summary document outlining how FloridaWest is communicating externally. The group supported the idea, agreeing it would be helpful to have a reference point when questions arise about current outreach efforts.

5. Other Business:

Mr. Platé raised the issue of rising health insurance costs and the impact it's having across many businesses. He proposed that FloridaWest increase its contribution toward employee premiums by \$100—from \$600 to \$700 per month. He expressed his support for the adjustment, noting that it is a meaningful step in supporting employees. The Executive Committee discussed the proposal, and Mr. Tilley made a motion to recommend the increase to the full board. Ms. McNally seconded the motion. It passed unanimously and will be presented to the full board for a vote on April 22, 2025.

Mr. Platé also shared details about the *Masters Watch* event, taking place today, Friday, April 11th—from 11:30 AM to 2:00 PM (or later) at the Hilton Garden Inn Downtown. The event is designed to show appreciation to investors and foster connections with key members of the community.

Ms. Tabitha Lee concluded by congratulating Dr. Powell for being featured on the cover of *Pensacola City Lifestyle*, in celebration of extraordinary women. She expressed pride in Dr. Powell's accomplishments and encouraged everyone to keep an eye out for the magazine issue featuring her on the cover.

6. Adjournment:

President Bear adjourned the meeting at 9: 05 a.m.

Fiscal Year Meeting Schedule

Board Meeting: 4th Tuesday of each month from October 2024 to September 2025:

- April 22, 2025: approval per interlocal agreement Nominating committee meet
- May 27, 2025: FYE Budget Draft due
- June 24, 2025: FYE 25/26 Budget Due
- July 22, 2025: FYE 25/26 Budget Due to the PEDC
- August 26, 2025: Board officer nominations
- September 23, 2025: Board Elections

Executive Committee Meetings: 2nd Friday of each month from October 2024 to September 2025:

- May 9, 2025
- June 13, 2025
- July 8, 2025
- August 8, 2025

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance