
Agenda

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|---|-----------------------|
| 1. Call to Order | David Bear |
| 2. Public Notice (<i>July 2, 2025</i>) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | David Bear |
| 5. Approval of Agenda * | David Bear |
| 6. Office Items | |
| a. Approval of June 2025 Financials * | Ryan Campbell |
| b. EIN Update | Chris Platé |
| c. Approval of May 20, 2025, FWEDA Board Minutes * | David Bear |
| d. Review of July 8, 2025 Executive Committee Minutes | David Bear |
| 7. Project & Staff Updates: | |
| a. Community Information | Chris Platé |
| b. Economic Development Reports | |
| • Product Development | Chris Platé |
| • Recruitment and Retention Activities | Chris Platé |
| • Staffing Update | Chris Platé |
| • Approval of Salesforce Contractor * | Chris Platé |
| c. CO:LAB Report | Patrick Rooney |
| d. Marketing Activities | Jeff Rogers |
| 8. Other Business | David Bear |
| 9. Adjourn | David Bear |

* Action Items

Fiscal Year 24-25 Meeting Schedule

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

● **August 26, 2025:** Board officer nominations/Joint Meeting

● **September 23, 2025:** Board Elections

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

● **August 8, 2025**

Minutes

1. Call to Order:

Vice President Ryan Tilley called the meeting to order at 1:34 p.m. President Bear joined the meeting shortly thereafter.

2. Public Notice:

Staff confirmed that public notice was published on May 12, 2025.

3. Roll Call:

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|---|---------|
| President David Bear: | Present |
| Vice President Ryan Tilley: | Present |
| Secretary Dr. Charletha Powell: | Absent |
| Treasurer Olevia McNally: | Absent |
| City of Pensacola Appointee Donnie McMahon: | Absent |
| City of Pensacola Appointee Matt Davis: | Absent |
| Don Palmer: | Absent |
| Jim Waite: | Absent |
| Rick Byars | Present |
| Chris Plaeger: | Present |
| KC Gartman: | Present |
| Kelvin Enfinger: | Present |
| Justin Beck: | Present |
| Charlie Sherrill: | Present |
| Mike Morette: | Absent |
| Mark Roy: | Absent |
| Dr. Meadows: | Absent |
| Dr. Marcus McBride: | Absent |

Staff and support:

Chris Platé, Danita Andrews Tabitha Lee, Patrick Rooney, Jeff Rogers, Jessica Scholl, Annie Rose

4. Public Comment:

Vice President Tilley requested public comment.

Director of Workforce Development for CareerSource ESCAROSA, Carolyn Fries, invited all board members to attend the upcoming Workforce Wednesday Lunch and Learn at

the Chamber at 11am, which will focus on the theme of Connecting to Tomorrow's Workforce Through Zello.

Business Roundtable Leader, Bruce Vredenburg, provided comment regarding the availability of Triumph Gulf Coast funds and requested a commitment from the board on to facilitate pursuit of these funds for the benefit of Escambia County.

5. Approval of Agenda:

Beck moved to approve the agenda. Byars seconded. The motion passed unanimously.

6. Approval of Financials.

Ryan Campbell of Anglin presented the financials, including gross revenue, investor contributions, and expenses.

Beck moved to accept the April financials as presented, and President Bear seconded the motion. The motion passed unanimously.

7. Approval of Minutes:

Enfinger moved to approve the April 22, 2025, meeting minutes as presented; Byars seconded. The motion passed unanimously.

8. Economic Development Updates:

Platé provided an informational update regarding PEDC's corporate structure, and the evaluation conducted by PEDC counsel in response to the Clerk's inquiry for payee confirmation.

Staff assisted PEDC in applying for a Defense Grant for SCIF study, and has awarded the feasibility study work to Baskerville-Donovan.

a. Community Data:

Escambia County is currently at 3.8% unemployment, as of April 29, 2025. The Florida unemployment rate is 3.6%.

The Labor Department announced that some of the job numbers were inflated and misreported during the prior federal administration, which may provide gaps in recently reported employment data.

b. Product and Business Development:

Tech Park

Platé provided an update on Tech Park. ECS has completed a geotechnical study and anticipates the ground should handle a four-story structure, dependent upon construction style and anticipated wind loads. A draft report will be issued soon.

Central Commerce Park

Platé provided an update on Central Commerce Park. Staff is working to create a masterplan of Phase 2 of the Park, which will accommodate 30,000 to 100,000 square foot buildings currently in demand. This will include a functional plan, including conceptual planning, grade, and sewer.

Two potential clients have expressed interest.

Commissioner Barry confirmed staff's receipt of appraisals.

The Bluffs

Platé provided an update on the Bluffs. The recent Chapter 11 filing by Ascend is not anticipated to impact progress, and the project is moving forward with PEDC counsel working with Ascend to finalize a contract.

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President Bear reported that Escambia County issued correspondence to Triumph, releasing the grant funds. The private developers seeking to purchase the property have coordinated meetings to pursue qualification for grant funds in pursuit of job creation.

FloridaWest staff are working 24 projects in the current active pipeline, with a goal of 48 for the year. These 24 projects in the pipeline collectively encompass a \$500m investment, with a potential for 1,108 new jobs. There have been three announced projects for the year.

Ms. Danita Andrews reported that staff has undertaken an evaluation of foreign trade zones and is actively engaging in communications with prospects on FTZ applicability.

c. CO:LAB:

CO:LAB reported budgetary highlights, occupancy rates, and evaluation of alternative revenue generation models. CO:LAB has purchased equipment for a podcast room, which it anticipates utilizing for revenue generation, as well as for internal and marketing use.

The FloridaWest Board will soon appoint its new board appointee to the CO:LAB policy board, and the FWEDA board members need to express any interest in serving.

Staff is emphasizing efforts to facilitate and optimize collaboration between CO:LAB and FloridaWest.

d. Marketing & PR.

Platé provided a marketing activity update, including increased followers on Instagram and LinkedIn for CO:LAB and FloridaWest. CyberCoast views on LinkedIn

are down. Staff will begin participating in sponsored advertisements on LinkedIn for CyberCoast. Platé requested all Board Members actively participate in commenting and sharing posts.

Staff recently received proposals to update the CO:LAB, FloridaWest, and CyberCoast websites.

Rogers provided an update on the upcoming newsletter.

A grand opening will be held for Jupiter Bach on July 31 at noon.

9. Other Business:

None.

10. Adjournment:

President Bear adjourned the meeting at 2:35 p.m.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance



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 July 2, 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, Annie Rose, Ryan Campbell and Jeff Rogers

Public Present: None

c. Public Comment

Mr. 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. Tilley made a motion to approve the agenda, which was seconded by Dr. Powell. The motion passed unanimously.

3. Financial Report and Minutes:

a. Review of June 2025 Financial Statements

Ms. McNally presented the financial report for the period ending June 30, 2025. The report was reviewed and discussed. Ms. McNally noted that no membership dues were invoiced during the month, contributing to lower revenue. Payroll expenses continued to come below budget, helping to offset other areas of the budget expense side and revenue sides being inflated in the budget. Overall, total expenditures for the month were well below budget, and the organization remains in a solid financial position.

b. Approval of Executive Committee Minutes – June 5, 2025

The minutes from the June 5, 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. Chris Platé provided an update on regional economic conditions, reporting that Escambia County's unemployment rate rose slightly to 3.9% in May 2025, up from 3.8% in April. He also noted the civilian labor force decreased marginally to 149,106 in May 2025 from 149,570 in April. The board acknowledged these figures as important context for workforce and business development planning.

b. Business Development

Mr. Platé provided an update on current business development efforts. He reported continued activity across all park projects, with Tech Park identified as the top priority. An appraisal is being pursued. For Central Commerce Park, preparations are underway to issue an RFQ for master planning, with plans to seek Triumph funding for future build-out. At The Bluffs, a meeting was held with Ascend on July 7, 2025, to discuss agreement terms. Current prospect activity includes 29 active projects—48% new and 52% existing—representing a potential 2,463 new jobs and \$638 million in investment. Four projects have been announced year-to-date, totaling 180 new jobs and \$78 million in capital investment

c. CO:LAB

Mr. Rooney provided an update on CO:LAB's occupancy and performance as of July 1, 2025. He reported that overall occupancy stands at 72.3%, with 7,376 of the 10,206 leasable square feet currently occupied. The first and second floors are performing well with occupancy rates of 87.5% and 85.5%, respectively, while the third floor remains underutilized at 50.4%. CO:LAB currently hosts 26 clients supporting 61 employees, in addition to one virtual tenant. Mr. Rooney noted that while the overall occupancy is slightly below the 80% target, the team continues to explore opportunities to increase utilization, particularly on the third floor.

d. Marketing:

Mr. Rogers provided an update on June 2025 marketing and communications, noting that while FloridaWest.com website traffic dipped from May's peak, it still recorded 767 unique users and 1,695 page views. CyberCoastFlorida.com and CO:LAB.com showed growth, with CO:LAB seeing strong gains in users and page views. Social media platforms also grew steadily, highlighted by a 121% increase in new LinkedIn followers for FloridaWest and significant rises in CO:LAB's Facebook and Instagram engagement. He shared upcoming event details, including the Jupiter Bach Expansion on July 22 and the grand opening on July 31, plus reminders for the next Taco Thursday and 1 Million Cups events at CO:LAB.

5. Other Business:

President Bear asked if there was any other business. There was none.

6. Adjournment:

Mr. Bear adjourned the meeting at 8:59 a.m.

Fiscal Year Meeting Schedule

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

- July 22, 2025: FYE 25/26 Budget Due to the PEDC approval per interlocal agreement Nominating committee meet
- 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:

- July 8, 2025
- August 8, 2025

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance