

---

## **Agenda**

- |   |                    |
|---|--------------------|
| <b>1. Call to Order</b>   | <b>Ryan Tilley</b> |
| <br><b>2. Administrative Items:</b>                                   |                    |
| a. Public Notice ( <i>November 4, 2025</i> )                          | <b>Tabitha Lee</b> |
| b. Roll Call  | <b>Tabitha Lee</b> |
| c. Public Comment   | <b>Ryan Tilley</b> |
| d. Approval of Agenda *   | <b>Ryan Tilley</b> |
| <br><b>3. Financial Report and Minutes:</b>                           |                    |
| a. Approval of Executive Committee Minutes – <i>October 9, 2025</i> * | <b>Ryan Tilley</b> |
| b. Finance Activities   | <b>Chris Platé</b> |
| <br><b>4. Office Reports:</b>   |                    |
| a. Economic Development Reports                                       | <b>Chris Platé</b> |
| • Product Development Updates   |                    |
| ▪ Central Commerce Park   |                    |
| ▪ Midtown Industrial Park   |                    |
| ▪ Tech Park   |                    |
| ▪ The Bluffs  |                    |
| • County Incentives Discussion  |                    |
| • Project Britain (Dec 4)   |                    |
| • EDATE Ordinance Change  |                    |
| • Other Projects  |                    |
| • Recruitment and Retention Activities                                |                    |
| • Metstrade 2025  |                    |
| • Foiling Week 2027-2029  |                    |
| • Existing Industry   |                    |
| ○ Manufacturing Roundtable  |                    |
| ○ Wage Survey   |                    |
| • Other Activities  |                    |
| • Salesforce  |                    |
| • DRG Grant Award   |                    |
| • Groundhog Day Economic Summit (Feb 2, 2026)                         |                    |
| <br><b>5. Other Business</b>  |                    |
|   | <b>Ryan Tilley</b> |
| <br><b>6. Adjourn</b>   |                    |
|   | <b>Ryan Tilley</b> |

*Action Needed \**



## Minutes

### 1. Call to Order:

President Ryan Tilley called meeting to order at 8:34 a.m.

### 2. Administrative Items:

#### a. Public Notice

Ms. Tabitha Lee confirmed public notice was made on September 19, 2025.

#### b. Roll Call

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

#### Staff and Support:

Chris Platé, Tabitha Lee, Danita Andrews, Patrick Rooney, Ashley Saba,

Public Present: None

#### c. Public Comment

President Tilley 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. David Bear made a motion to approve the agenda, which was seconded by Ms. Olevia McNally. The motion passed unanimously.

### 3. Financial Report and Minutes:

#### a. Approval of Executive Committee Minutes September 9, 2025

The minutes from the September 9, 2025 Executive Committee meeting were reviewed. Mr. Bear made a motion to approve the minutes which were seconded by Ms. McNally. The motion passed unanimously.

#### b. Review of September 2025 Financial Statements

Treasurer Charlie Sherrill presented the September 2025 / End-of-Year financial statements. The committee reviewed income and expense performance against budget.

Members discussed audit-related adjustments, including timing differences in revenue recognition for pledges, and the potential impact on year-end results. Updates were also

provided on lease accounting and payables, with staff confirming outstanding items are being addressed.

The committee emphasized the importance of providing clear explanations for significant variances (*dollar amount vs. percent change*) and continuing efforts to track the FY25–26 budget on a monthly basis to guide future budget preparation. Staff reminded the board members that it will take a few years to develop credible data to properly demonstrate month-over-month reporting.

#### **4. Office Reports:**

##### **a. Community Information**

Per the Oct 1 release for August, unemployment rose from 4.5% to 4.8%. Every Florida county increased while nearly all Alabama counties declined. We'll watch the bellwether months—September and April—for trend confirmation. The civilian labor force is ~150,495 and rising, indicating less seasonality and more year-round employment. Prior data quirks were noted as reporting/revision issues. No current data was available due to the US Government shutdown.

##### **b. Product Development**

Mr. Platé discussed that we are finalizing the scope and budget with BGE for the Central Commerce Park master plan, with the contract expected to be signed by the end of the week. PEDC has placed a \$50,000 cap on the project, and three to four engineers of record will be selected for the year to support ongoing development needs. The plan will allow expansion for larger projects of up to 150,000 sq. ft.

He further noted that Troupe has been asked to pursue options in Midtown, including evaluating power capacity for another potential large project. Work also continues on the Outline Fields property with Chad Henderson's group, where a positive first meeting produced a preliminary sketch showing approximately 165 acres for job creation. While that number is flexible, Triumph infrastructure funding could be available if the site remains in public ownership.

Finally, Mr. Platé reported that two meetings have been held with Salesforce developers to identify organizational needs and improve reporting and data collection to strengthen project tracking.

##### **c. Business Development**

Mr. Platé provided an update on business development activities. Several projects are currently active in the pipeline across key industries, including aerospace, technology/data, shipbuilding, and advanced manufacturing. While these projects are at varying stages of evaluation and due diligence, they represent significant potential for job creation and capital investment within the region.

He also emphasized the importance of ongoing recruitment and retention activities, noting outreach efforts with existing industries to support expansion opportunities and maintain strong relationships with local employers. These activities will continue to be included in future board updates to ensure visibility of both new project recruitment and retention of established businesses.

**d. CO:LAB:**

Mr. Patrick Rooney discussed activities related to CO:LAB, focusing on tenant accounts and receivables. He noted that staff continue to work with tenants who are behind on payments through direct outreach, email reminders, and encouraging the use of auto-debit for future consistency. The goal is to ensure timely collections while still supporting tenants as they grow their businesses.

Mr. Rooney further emphasized the need for clearer accountability, noting that staff may need to escalate to enforcement measures if delinquencies persist.

**e. Marketing:**

Mr. Platé reported on marketing activities. He noted preparations for the Tailgate event scheduled for October 24 at the downtown Hilton, highlighting strong interest and positive feedback from the community.

Mr. Platé also emphasized the importance of expanding visibility through planned outreach, events, and media engagement. He shared that this effort is being developed in collaboration with Ms. KC Gartman and staff, and that a new marketing committee has been created. Although the committee has not yet met, a meeting schedule is being developed to help guide strategy and ensure clearer reporting of upcoming activities to the board.

In addition, he provided an update on the podcast studio. Equipment has been installed and is ready for internal use, with security and access procedures being finalized before broader release. The podcast is intended to serve as a new outreach tool to promote FloridaWest initiatives and highlight the value of its work to the business community.

**5. Other Business:**

It was agreed that board and committee meetings will continue to be held during the fourth week of each month at 1:30 p.m. (*Secretary's note, this was changed by the full board to third Thursday of each month*)

**6. Adjournment:**

President Tilley adjourned the meeting at 9:47 a.m.

Respectfully Submitted,

---

Olevia McNally, Secretary  
FloridaWest Economic Development Alliance