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FloridaWest Economic Development Alliance  
Executive Committee Meeting  
3 W. Garden Street, Suite 618 | Pensacola, Florida 32502  
EDC Conference Room  
May 7, 2026 | 10:00am

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## Agenda

1. Call to Order Tilley
2. Administrative Items:
  - a. Public Notice (May 1, 2026) Lee
  - b. Roll Call Lee
  - c. Public Comment Tilley
  - d. Approval of Agenda Tilley
  - e. Administrative Review Tilley
3. **Financial Report and Minutes:**
  - a. Approval of Executive Committee Minutes – April 9, 2026 \* Tilley
  - b. Financial Reporting (*month ending - April*) McNally
4. Office Reports: Platé
  - a. Product Development Updates
  - b. Recruitment and Retention Activities
  - c. Marketing / Social Media Activities
5. Other Business Tilley
6. Adjourn Tilley

*Action Needed \**

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## 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 April 2, 2026.

#### 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 Mr. Charlie Sherrill. The motion passed unanimously.

### 3. Financial Report and Minutes:

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

The minutes from the November 13, 2025 Executive Committee meeting were reviewed. Ms. Olevia McNally made a motion to approve the minutes which were seconded by Mr. Sherrill. The motion passed unanimously.

#### b. Review of March 2026 Financial Statements

The Committee reviewed the March 2026 financial statements, with discussion focused primarily on the aging report. Members discussed outstanding receivables and noted progress in reducing certain balances, while also identifying several accounts that require continued follow-up. The Committee also reviewed a few discrepancies related to payments and deposits and agreed that staff will work to resolve those items. Overall, the

Committee acknowledged improvement in collections and emphasized the importance of ongoing monitoring of aging receivables.

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

##### **a. Organizational Changes**

Chris Platé provided an update on recent organizational changes, noting efforts to streamline and flatten the organizational structure with staff now reporting directly to the CEO. He shared that the Operations Manager position at CO:LAB and a position within FloridaWest (FWEDA) were eliminated and replaced with a combined Operations and Administration Manager role serving both CO:LAB and FloridaWest. Additionally, a new administrative support position will be created to assist with day-to-day operations and increased organizational needs.

##### **b. FloridaCommerce Presentation on OZ 2.0 (April 22 @9:00 a.m.)**

Mr. Platé discussed the upcoming FloridaCommerce presentation on Opportunity Zones 2.0, scheduled for April 22 at 9:00 a.m. He noted that the session will include a presentation and community engagement opportunity, with participation encouraged from local stakeholders, including city and county representatives, to better understand updates and potential impacts related to Opportunity Zones.

##### **c. Economic Development Updates**

###### **i. Product Development**

Mr. Platé provided an update on product development activities, including ongoing planning and coordination efforts related to Central Commerce Park. He noted progress on site readiness items such as infrastructure, utilities, and engineering, as well as coordination with the county and other partners. He also discussed strategies for structuring land use and development to support future projects and maximize long-term value, along with continued work on additional sites and development opportunities.

###### **ii. Recruitment and Retention Activities**

###### **• Manufacturing Council**

Mr. Platé provided an update on recruitment and retention efforts, including the recent Manufacturing Council meeting. He noted strong engagement and productive discussion among participating companies, with key themes focused on workforce needs, particularly challenges in developing mid-level management talent. The group expressed interest in leadership training and potential certificate programs, and staff will continue working with partners to explore solutions that align with industry needs. The Council will continue to meet quarterly to maintain engagement and support existing industry.

###### **iii. Other Activities**

###### **• Marketing / Social Media**

Mr. Platé provided an update on marketing and social media efforts, noting positive feedback from recent radio advertising and increased name recognition. He shared that a new firm has been engaged to support social media strategy, with a focus on consistent messaging, increased content, and targeted outreach

through platforms such as LinkedIn and Facebook to highlight organizational activities and community impact.

- **Masters Event**

Mr. Platé noted that the Masters event is scheduled for tomorrow and is expected to have strong attendance. He highlighted the event as an important opportunity for investor engagement and relationship-building and briefly mentioned coordination efforts and logistical considerations in preparation for the event.

**5. Other Business:**

**6. Adjournment:**

President Tilley adjourned the meeting at 9:46 a.m.

Respectfully Submitted,

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Olevia McNally, Secretary  
FloridaWest Economic Development Alliance