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

Minutes

1. **Call to Order**
   President Ryan Tilley called the meeting to order at 10:01 a.m.

2. **Administrative Items:**
   a. **Public Notice**
      Ms. Tabitha Lee confirmed public notice was made on May 1, 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, Jessica Scholl

   c. **Public Comment**
      No public comments were made.

   d. **Approval of Agenda**
      The agenda for the meeting was reviewed. No comments or corrections were made. Secretary Olevia McNally made a motion to approve the agenda, which was seconded by Mr. David Bear. The motion passed unanimously.

   e. **Administrative Review**
      The Executive Committee conducted the annual performance review discussion for CEO Chris Platé. Discussion included organizational improvements made during the past year, including operational restructuring, implementation of new systems and tracking tools, strengthened community relationships, and progress in rebuilding organizational credibility and infrastructure.

      Mr. David Bear made a motion to recommend to the Board of Directors that CEO Chris Platé receive a 2.7% merit-based salary increase and a 2.7% performance bonus for performance during the December 2024 through December 2025 evaluation period. Secretary Olevia McNally seconded the motion. The motion passed unanimously.

      In accordance with the CEO Employment Agreement, which provides for an annual COLA adjustment based on the Consumer Price Index (CPI), Mr. David Bear made a motion to recommend to the Board of Directors a 2.7% COLA adjustment. Treasurer Charlie Sherrill seconded the motion. The motion passed unanimously.

The Committee further discussed aligning future annual evaluations with the organization's fiscal year and budgeting process. The current adjustments are expected to be retroactive to the CEO's December anniversary date, with future evaluations anticipated to occur during the FY 2026–2027 budget cycle.

3. **Financial Report and Minutes:**
   a. **Approval of Executive Committee Minutes – April 9, 2026**
   The minutes from April 9, 2026 Executive Committee meeting were reviewed. Mr. David Bear made a motion to approve the April 9, 2026 Executive Committee meeting minutes. Treasurer Charlie Sherrill seconded the motion. The motion passed unanimously

   b. **Financial Reporting *(month ending - April)***
   Financial reports for the month ending April 2026 were presented and reviewed. Discussion included cash balances, receivables, operating expenses, staffing adjustments, Co:Lab collections, membership commitments, and ongoing administrative staffing efforts. The Committee also reviewed budget-to-actual comparisons and ongoing investments in organizational operations and development.

4. **Office Reports:**
   a. **Product Development Updates**
   CEO Platé provided updates on several active product development projects, including The Bluffs, Midtown Industrial Park, Tech Park planning efforts, Central Commerce Park, and Opportunity Zones 2.0 submissions. Discussion included ongoing site development activities, industrial park planning, conceptual building designs, infrastructure coordination, and utility challenges associated with future industrial growth and recruitment opportunities.

   b. **Recruitment and Retention Activities**
   CEO Platé reported on current prospect activity, existing industry engagement efforts, and preparation for the 2026 Farnborough Airshow. Updates were also provided regarding the organization's active project pipeline, regional partnership efforts, lead generation activities, and continued business recruitment and retention initiatives.

   c. **Marketing / Social Media Activities**
   CEO Platé provided updates on marketing and outreach activities, including Economic Development Week promotions, social media campaigns, event participation, branding initiatives, and development of new advertising and concept artwork. Discussion also included ongoing efforts to enhance organizational visibility and community engagement through creative marketing strategies and promotional materials.

5. **Other Business**
   No additional business was discussed.

6. **Adjourn**
   President Ryan Tilley adjourned the meeting at 11:36 a.m.