

Minutes

1. Call to Order:

President Ryan Tilley called the meeting to order at 8:30 a.m.

2. Public Notice:

Staff confirmed that public notice was published on July 10, 2026.

3. Roll Call:

President Ryan Tilley:	Present
Vice President Dr. Charletha Powell:	Absent
Secretary Olevia McNally:	Present
Treasurer Charles Sherrill, III:	Absent
Past President David Bear:	Present
City of Pensacola Appointee Donnie McMahon:	Absent
City of Pensacola Appointee Matthew Davis:	Present
Don Palmer:	Absent
Jim Waite:	Absent
Rick Byars	Absent
Chris Plaeger:	Absent
KC Gartman	Absent
Kelvin Enfinger	Present
Justin Beck	Absent
Mike Morette	Present
Bruce Vredenburg:	Absent
Dr. Ed Meadows:	Absent
Dr. Marcus McBride:	Absent

Staff and support:

Chris Platé, Danita Andrews, Ashley Saba, Tabitha Lee, Ryan Campbell, Jessica Scholl

4. Public Comment:

President Tilley opened the floor for public comment. A member of the public addressed the Board regarding transparency and public accessibility of Board meeting information. Staff acknowledged the comments and will continue evaluating website enhancements.

5. Approval of Agenda:

Mr. David Bear moved to approve the agenda; Mr. Mike Morette seconded. The motion passed unanimously.

6. PEDC Member Assignment

Secretary Olevia McNally nominated David Bear to serve as FloridaWest's representative on the Pensacola-Escambia Promotion & Development Commission (PEDC). The nomination was

seconded by Matt Davis. Mr. Bear accepted the appointment, and the motion passed unanimously.

7. Consideration of By-Law Amendments

Mr. Platé presented proposed amendments to the FloridaWest Bylaws, including revisions to officer titles, clarification of board composition and membership classifications, and other housekeeping updates. The proposed amendments will be reviewed by legal counsel and presented to the Executive Committee before being brought back to the Board for consideration at the September meeting. No action was taken.

8. Financials:

Ryan Campbell of Frazier & Deeter presented the June 2026 financial report and provided an overview of the organization's financial position. Mr. Platé also informed the Board of a proposal from Grace Designs to provide in-kind design services for the Tech Park spec building and discussed the potential recognition of the contribution under the organization's investor program. No action was requested on the proposal. Following discussion,

Mr. Kelvin Enfinger moved to approve the financial report as presented. Mr. Morette seconded the motion. The motion carried unanimously.

9. Approval of Minutes:

Mr. Bear moved to accept the June 18, 2026, minutes as presented; Mr. Enfinger seconded. The motion passed unanimously.

10. Office and Committee Updates:

- a. **CO:LAB Update**. Mr. Platé provided an update on CO:LAB operations, including tenant occupancy, conference room reservations, programming, and efforts to enhance the facility. He also discussed the proposed modernization of the CO:LAB entry door system to improve security and automate public room access. The Board discussed the proposal and directed staff to gather additional information before bringing it back for future consideration.
- b. **UWF-NCSU Cost to Serve Study**. Mr. Platé presented the proposed UWF-NCSU Cost to Serve Study, explaining its purpose in evaluating the fiscal impacts of land use and demonstrating the value of manufacturing and economic development within the community. Following discussion, Mr. Morette moved to approve the study, and Mr. Davis seconded the motion. The motion passed unanimously.
- c. **Community Demographics**. Mr. Platé presented an update on community demographics, including unemployment trends, labor force statistics, and regional workforce comparisons. The Board received the report as presented.
- d. **Product Development**. Mr. Platé provided an update on product development activities, including Opportunity Zones 2.0, Central Commerce Park, The Bluffs, and Tech Park. He discussed ongoing infrastructure planning, project readiness, and efforts to support future economic development opportunities. The board received the report as presented.

- e. **Marketing Update**. Mr. Platé provided a marketing update, highlighting recent marketing initiatives, social media performance, promotional materials, the introduction of CO:Pilot as CO:LAB's new marketing mascot, and preparations for the Farnborough International Airshow. The Board received the report as presented.
- f. **Recruitment and Retention Activities**. Mr. Platé provided an update on recruitment and retention activities, including current project activity, business recruitment efforts, existing industry support, and preparations for the Farnborough International Airshow. The Board received the report as presented.

11. Other Business:

Mr. Platé reminded the Board of upcoming meetings and events.

12. Adjournment:

President Tilley adjourned the meeting at 9:25 a.m.

Respectfully submitted,

Olevia McNally, Secretary
FloridaWest Economic Development Alliance



**Pensacola-Escambia County Promotion and Development Commission &
FloridaWest Economic Development Alliance**

Joint Meeting of the Boards

August 25, 2026 • 10:00 a.m.

Hitlon Garden Inn Pensacola Downtown

Pelican Room • 8 S. 9th Avenue, Pensacola, Florida 32502

MINUTES

- 1. Call to Order – PEDC Board:** Chairman David Peaden called the meeting to order at 10:05 a.m.
Call to Order – FWEDA Board: President Ryan Tilley called the meeting to order at 10:05 a.m.

2. Public Notice

Staff confirmed public notice was published on August 11, 2026

3. Roll Call – PEDC

Attendance:

Chairman David Peaden:	Present
Commissioner Steven Barry:	Present
City Councilwoman Allison Patton:	Absent
Commissioner Steve Stroberger:	Present
Mayor Benjamin Boutwell (Town of Century Appointee)	Present
City Councilman Casey Jones:	Absent
Dr. LuSharon Wiley:	Present
Dave Hoxeng:	Present
FloridaWest Appointee: David Bear	

Present

Roll Call – FWEDA

Attendance:

President Ryan Tilley:	Present
Vice President Dr. Charletha Powell:	Absent
Secretary Olevia McNally:	Present
Treasurer Charlie Sherrill	Absent
Past President David Bear:	Present
City of Pensacola Appointee Donnie McMahon:	Absent
City of Pensacola Appointee Matt Davis:	Absent
Don Palmer:	Present
Jim Waite:	Present
Chris Plaeger:	Present

KC Gartman:	Absent
Kelvin Enfinger:	Present
Justin Beck:	Absent
Mike Morette:	Present
Bruce Vredenburg:	Present
Dr. Meadows:	Present
Dr. Marcus McBride:	Present

4. Public Comment: Chris Platé recognized the public and requested public comment.

5. Approval of Agenda – PEDC *

Commissioner Barry moved to approve the PEDC agenda as presented; Mayor Boutwell seconded. Passed unanimously.

Approval of Agenda – FWEDA *

Director Enfinger moved to approve the FloridaWest agenda; Director Morette seconded. Passed unanimously.

6. Annual report

Chris Platé provided an annual report including organizational changes, community demographics, product development updates for all industrial parks and The Bluffs, recent marketing activities – specifically the increase in our social media, current prospect and existing industry activities, organizational return on investment (ROI) to the community of 528% or \$5.28 per \$1 of investment by the County, and the upcoming cost to serve evaluation by UWF Haas Center.

7. Open Forum

The 2026 Pensacola Supplier Development Exchange will be hosted by the City of Pensacola on August 27, 9am at the Sanders Beach-Corinne Jones Resource Center.

Bruce Vredenburg shared information regarding Penny for Progress. Additional information is available on Facebook or at www.pennyforescambia.com.

8. Adjourn – PEDC * Chairman Peaden adjourned the meeting at 11:10 a.m.

Adjourn – FWEDA * President Tilley adjourned the meeting at 11:10 a.m.

Respectfully Submitted By:

Olevia McNally, Secretary
FloridaWest Economic Development Alliance