

Agenda

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| 1. Call to Order | David Bear |
| 2. Public Notice (January 30, 2025) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | David Bear |
| 5. Approval of Agenda | David Bear |
| 6. Office Items | |
| a. Review of January 2025 Financials | Olevia McNally |
| b. Presentation of the Audit / Revenue explanation * | Ryan Campbell / Saltmarsh |
| c. Approval of December 17, 2024, FWEDA Board Minutes * | David Bear |
| d. Approval of January 28, 2025, combined Board Minutes * | David Bear |
| 7. Project & Staff Updates: | |
| a. Community Data | Chris Platé |
| b. Product and Business Development | Chris Platé |
| c. CO:LAB | Patrick Rooney |
| d. Marketing & PR | 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:

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| <ul style="list-style-type: none"> ● March 25 2025: ● April 22, 2025: ● May 27, 2025: FYE Budget Draft due ● June 24, 2025: FYE 25/26 Budget Due | <ul style="list-style-type: none"> ● 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 |
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Executive Committee Meetings: 2nd Friday of each month from October 2024 to September 2025:

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| <ul style="list-style-type: none"> ● March 14, 2025 ● April 11, 2025 ● May 9, 2025 | <ul style="list-style-type: none"> ● June 13, 2025 ● July 8, 2025 ● August 8, 2025 |
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Minutes

1. **Call to Order:**

President Bear called the meeting to order at 1:33 p.m.

2. **Public Notice:**

Tabitha Lee confirmed public notice was published on November 21, 2024.

3. **Roll Call:**

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

Staff and support:

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

4. **Public Comment:**

President Bear requested public comment. Bryan Wyer provided an information on the annual Chamber holiday social.

5. **Introduction of new FloridaWest CEO:**

President Bear introduced Chris Platé and provided a brief background of his economic development experience.

6. **Approval of Agenda:**

Mike Morette moved to approve, KC Gartman seconded. Passed unanimously.

7. **Approval of Financials.** Treasurer Olevia McNally led a review of the November 2024 financials. President Bear discussed the revenue and expense terminology. McNally introduced the new bookkeeper, Ryan Campbell. Kelvin Enfinger moved to accept the financials as presented; Mike Morette seconded. Passed unanimously.

8. **Approval of Minutes.** Dr. Meadows moved to approve the November 2024 meeting minutes as presented; Matt Davis seconded. Passed unanimously.

9. Committee Reports.

The Board reviewed the committee reports.

10. Projects and staff updates:

a. Business Development. Danita Andrews discussed current projects, providing updates on multiple projects, including three companies presenting significant job growth opportunities.

b. CO:LAB: Patrick Rooney provided an update on CO:LAB operations and occupancy goals. There are 22 companies in the building, with a total occupancy rate of 75%. Rooney discussed a recent event held in collaboration with IHMC and SpaceFlorida for research scientist entrepreneurs.

c. Marketing & PR.

Jeff Rogers discussed recent communications engagement metrics. He noted a recent interview by Rick Byars with Channel 3, and upcoming project announcements.

Chris expressed appreciation to Rick Byars for assisting in the transition. President Bear and the board thanked Byars for his service and leadership.

11. Other Business:

President Bear introduced Todd Thomson, President and CEO of the Chamber of Commerce, and Bruce Vredenburg of the Business Alliance of Escambia and Santa Rosa Counties, thanked them for attendance, and invited them to provide partner reports at future board meetings. Bruce Vredenburg provided an update on a recent Business Alliance analysis of utilizing public lands for the benefit of job creation in the area, and how public land ownership can produce recurring revenue in perpetuity. He invited the Board Members to visit the Business Alliance website for additional information. Todd Thomson provided an update on the recent Chamber board meeting, and the Chamber's continued emphasis on public land use to advance the local economy.

President Bear provided an update on recent meetings of the Board of County Commissioners.

12. Adjournment:

President Bear adjourned the meeting at 2:20 pm.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
Florida West Economic Development Alliance



**Pensacola-Escambia County Promotion and Development Commission &
FloridaWest Economic Development Alliance
Joint Meeting of the Boards**

January 28, 2025 • 10:00 a.m.

*The Florida Institute for Human and Machine Cognition (IHMC)
Levan Center • 420 E. Romano Street, Pensacola, Florida 32503 • Room 1214*

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 David Bear called the meeting to order at 10:05 a.m.

2. **Public Notice** – Staff confirmed this meeting was publicly noticed on January 14, 2025.

3. **Roll Call – PEDC**

Attendance:

Chairman David Peaden:	Present
Commissioner Steven Barry:	Present
City Councilwoman Allison Patton:	Present
Commissioner Steve Stroberger:	Present
Century Town Council member Appointee-Alicia Johnson:	Present
City Councilman Casey Jones:	Absent
Dr. LuSharon Wiley:	Present
Dave Hoxeng:	Present
FloridaWest Appointee-Donnie McMahon:	Absent

Roll Call – FWEDA

Attendance:

President David Bear:	Present
Vice President Ryan Tilley:	Present
Secretary Dr. Charletha Powell:	Present
Treasurer Olevia McNally:	Absent
City of Pensacola Appointee-Donnie McMahon:	Present
City of Pensacola Appointee-Matt Davis:	Present
Don Palmer:	Present
Jim Waite:	Present
Rick Byars:	Present
Chris Plaeger:	Present
KC Gartman:	Present

Kelvin Enfinger:	Present
Justin Beck:	Present
Charlie Sherrill:	Present
Mike Morette:	Present
Mark Roy:	Absent
Dr. Meadows:	Absent
Dr. Marcus McBride:	Present

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

Gulf Coast Minority Chamber of Commerce CEO, Brian Wyer, announced upcoming Chamber events, and encouraged the members to attend and support GCMCC events, including the Entrepreneurial Resource Expo hosted by Startup Source on February 18, 2025, at the Brownsville Community Center.

5. Approval of Agenda – PEDC *

Commissioner Steven Barry moved to approve; Dave Hoxeng seconded. The motion passed unanimously.

Approval of Agenda – FWEDA *

Justin Beck moved to approve; Mike Morette seconded. The motion passed unanimously.

6. IHMC Overview

Ryan Tilley provided an overview of the work performed by the Institute for Human and Machine Cognition, including a video presentation of the history of IHMC’s development and research focus areas. IHMC’s research includes the areas of AI and computational intelligence, robotics, and human health, performance, and cognitive capacity. IHMC community outreach includes Science Saturdays, Evening Lecture Series, and the STEM Talk podcast.

7. Organizational History: 10 Years of Growth

CEO Chris Platé provided a presentation on historical local economic development efforts by FloridaWest and PEDC, including recruitment and retention of business and industry, marketing, product development, business incubation. He emphasized the importance of focus on existing industries as well as new businesses. He provided an overview of PEDC and FloridaWest’s development contributions in the community. FloridaWest has been responsible for over 65 successful projects, creating over 9,000 jobs with \$0.5 billion in wages, and bringing capital investment of over \$845,000,000 to the area.

He presented regional unemployment numbers, and labor force to unemployment comparative rate data over the past two years.

8. Looking Ahead: Charting New Horizons

Platé provided a summary of 2025 priorities, including data auditing, software optimization, financial review, and prospect material review. Existing industry will be a priority in the strategic growth plan, including a dedicated existing industry manager, creating a seminar series for the industry, a local manufacturing wage survey, and participating in the National Manufacturing Appreciation Week (October 3-10).

For new industry, FloridaWest is establishing a targeted recruitment workplan, targeting industries in precision manufacturing, cyber and information technology, commercial headquarters, and marine services. FloridaWest will engage in targeted recruitment trips to develop the clusters of aerospace, cyber and marine.

Current product development emphasis includes Pensacola Technology Campus, local industrial park design, and future industrial park site evaluations and masterplans, including utilities and infrastructure.

Platé provided an update on the Bluffs project. Documentation has been executed by Ascend and PEDC and funding is available; however, the County has reviewed and identified necessary clarifications that must be completed, prior to their the execution of the Right-Of-Way acceptance agreement. The group discussed funding requirements and status. Byars urged the group to move promptly to secure the final documentation and funding. McMahon requested staff circulate to the FloridaWest and PEDC boards a report that was developed previously demonstrating the potential economic impact of the The Bluffs. He also urged both boards to prioritize this project.

Danita Andrews and David Bear provided updates on recent large projects, including Pegasus' \$17 million expansion grant to add new product lines and over fifty new jobs; LIFT financing and its 37,000 square foot facility on Pensacola State College campus, and conduit for influx of research funding into the community.

The board members discussion regarding Tech Park. David Bear provided background on the restrictions, timing of the project, and recent discussions with prospective tenants. Allison Patton provided an update with recent prospects and emphasized the importance of this asset.

9. Defense Reinvestment Grant (DRG) Contract Approval*

Byars provided a summary of the DRG Grant, including the First Place Partners cyber sub team working on a public private partnership at Corry Station to develop estimates and designs for expanding secured SCIF facilities.

Hoxeng moved to approve the proposed contract between the State of Florida and PEDC to perform a feasibility study for a SCIF adjacent to NAS Corry related to Cyber and other DoD support services; McMahon seconded. The motion passed unanimously.

10. Open Forum

Todd Thompson of the Chamber of Commerce provided an update on collaboration priorities between FloridaWest and the Chamber. Thompson announced the upcoming Legislative Luncheon on Friday February 21, 2025, at the Hilton on Airport Boulevard.

Rick Byars discussed the Northwest Florida Defense Coalition efforts, including an upcoming conference in Washington DC, and current infrastructure development priorities.

Chris Platé provided an update on the FOIL week upcoming, and Florida Power and Light Economic Symposium on February 25-26, 2025.

Dr. McBride announced that a career fair date will be circulated shortly.

Dave Murzin of First Place Partners invited the group to tour Velocity Restorations on February 4, 2025.

Kelvin Enfinger recommended the two Boards meet in this forum again with additional community industry in Q2 to discuss the labor market and constraints with the area work force.

11. Adjourn – PEDC Chairman Peaden adjourned the meeting at 11:30 a.m.

Adjourn – FWEDA President Bear adjourned the meeting at 11:30 a.m.

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

Respectfully Submitted By:

Allison Patton, Secretary
PEDC