TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

Board of Director's Meeting
January 22, 2019
HCC Ybor Campus

Present:
Dr. Judy Genshaft – USF
Derek Apanovitch – Ultimate Medical Academy
Ian Anderson - TBBJ
Paul Anderson – Port Tampa Bay
Dr. Ken Atwater – HCC
Marie Chinnici-Everitt – DTCC
Ron Ciganek – Valley Bank
Mary Clare Codd - Colliers
Julio Esquivel – Shumaker
Jerry Fowden – Cott
Anddrikk Frazier – Integral Energy
Angel Gonzalez – Center State
Jody Haneke – Haneke Design
Tom Jennus – Trickey Jennus
Dr. Alan List - Moffitt
Joe Lopano - TIAA
Governor Bob Martinez – Holland & Knight
Erin Meagher – Beneficial Blends
C. J. Mintrone – PNC
Tim Moore – Diamond View
Ed Narain – AT&T
Dave Pizzo – Florida Blue
Steve Pratico – Buchannan Ingersoll
Bob Rohrlack - GTCC
Tim Schar – SunTrust
Randy Simmons – Simmons Construction
Seng Sung – Sunview Software
Jim Themides – Wells Fargo
John Tomlin – Tomlin St Cyr
Roberto Torres – Blind Tiger
Melanie Williams - Frontier
Dan Woodward – Highwoods Properties
Jason Woody – Lions Eye

Staff:
Craig Richard
Danielle Albright

Bea Bare
Michelle Bauer
Terri Houston
Anysia McDowall
Steve Morey
Adam Myers
Hussain Shamseddine
Nealy Wheat
Jon Wolf

Guest speaker:
John Lenio - CBRE

CALL TO ORDER

Dr. Genshaft called the meeting to order at 9:38 a.m.

APPROVAL OF CONSENT AGENDA

- Executive Committee Meeting Minutes – November 29, 2018
- Executive Committee Meeting Minutes – September 25, 2018
- Departmental Reports
- Financial Update
- Investor Development Report

Action: The motion was made, seconded and unanimously passed to approve the consent agenda as presented.

GUEST SPEAKER

John Lenio, CBRE, Executive Vice President, presented recent trends in Site Selection. He also shared insight on Tampa and its competitors.

AUDIT REPORT

Michelle Sanchez, Warren Averett, Auditor, presented the findings of the EDC's audit report. Overall, the report was clean with no material weaknesses in internal controls over financial reporting or compliance were identified as a result of our audit.

Action: The motion was made, seconded and unanimously passed to approve the audit report as presented.

STANDING COMMITTEE REPORTS

Investor Relations:
Melanie Williams stated that the #1 priority of the committee was strategic guidance and support for attraction, expansion and retention of Investor Relations. She provided an overview of the Investor Relations report stating the new revenue goal for 2019 is $2.1 M, with $359k being collected, leaving $1.7M to goal. The EDC is poised to meet their new investor and upgrades along with sponsorship and event revenue by the end of second quarter.

The EDC has eight new investors YTD. They are:

Chairman's Council Investor – Stonehill Innovation

President's Council Investors: BNY Mellon Wealth Management, Community Foundation of Tampa Bay, Hill Ward Henderson, NextPath Career Partners, Berkshire Hathaway Homes Services Florida Properties Group, Skoda Minotti, Velocity Resource Group

Business Development:
C.J. Mintrone provided an overview from the Business Development committee meeting. The Recruitment sub-group discussed the Boston trip at the end of March. They are looking at one more trip this year with multiple California cities (San Francisco, Los Angeles and Long Beach) as well as Philadelphia and Chicago. The Retention and Expansion sub-group assigned goals to each committee member for new and targeted businesses.

The BD group has event travel to DC and Dallas along with attending the Synapse Summit. C.J. also asked the group to provide any Boston contacts that they may have along with asking for additional committee members from within the EDC's investor organizations.

Marketing:
Tim Moore provided the marketing update from their committee meeting. He mentioned that the committee had broken out into 4-subteams: Media Relations, Talent Attraction/Retention and Recruitment, Media Relations, Content Development and Events.

The group is looking for opportunities to educate the mayoral candidates on the big economic development wins here in Tampa. The committee is moving forward to find opportunities to tell that story to Tampa. Tim asked the group to help provide content on Tampa so they don't have to recreate the wheel.

International:
Jason Woody informed the committee that there were 35 consultations on the International side, three closed with four in project phase, and seven in suspect phase.

On the Chile mission trip eight companies utilized the Gold Key services with total export sales at $3.3M.

The next upcoming trade mission is to Panama City on March 18 – 21, 2019. There are six slots left for business to attend. FDI has the following missions scheduled:

1. Netherlands and UK, May 2019
2. Paris Air Show and Spain, June 2019
3. Select USA, June 2019

Jason reported that out of the $250k Chase grant there is $197k left and the EDC plans to use some of that for media relations and press on the Dutch trip.

The group plans to go through their international investors to help populate the committee with new members.

PRESIDENT'S REPORT

Craig Richard provided a recap of the key priorities for the FY2020-22 Strategic Action Agenda:

- ✓ Next Gen Business Development
    - Target Industry Reassessment
- ✓ Talent Attraction 2.0
    - Make It Tampa Bay
    - Coordination (TBP, United Way, Community Foundation)
- ✓ Place Making/Community Development
    - Role for EDC - Promote Community Investment
    - Opportunity Zones, NMTC, Financing Tools
    - GIS

Action: The motion was made, seconded and unanimously passed to authorize CEO to engage consultant at $200K + expenses for the Strategic Action Plan

Craig also highlighted the following:

1. Next Gen Lead Generation.
    - ✓ USF Partnership – Predictive Analytics

2. Marketing
    - ✓ Perception Study
    - ✓ EDC 10 Year Anniversary
        - Rebranding
    - ✓ EDC 10 Year Anniversary

3. Investor Engagement
    - ✓ ED Talks
    - ✓ Investor Portal
    - ✓ Build out Subcommittee Workplans

4. Kick-off Foundation
    - ✓ Tampa Bay Economic Prosperity Foundation
    - ✓ 501 c(3)
    - ✓ Support EDC, Educational campaigns and Research

ADJOURN

The meeting adjourned at 11:09 a.m.

Submitted by:

Terri Houston