



**TAMPA HILLSBOROUGH**  
ECONOMIC DEVELOPMENT CORPORATION

**Executive Committee Meeting**

March 28, 2017

Hillsborough Community College

**Present:**

Dr. Ken Atwater – Hillsborough Community College

Colleen Chappell – ChappellRoberts

Marie Chinnici-Everitt – DTCC

Gordon Gillette – TECO

Lindsey Kimball – Hillsborough County

Rhea Law – Buchanan Ingersoll & Rooney PC

Dr. Alan List – Moffitt

Vin Marchetti – Stearns Weaver

Dave Pizzo – Florida Blue

Yvette Segura - USAA

**Staff:**

Craig Richard

Michelle Bauer

Terri Houston

Steve Morey

Mark Segel

Avril Stinson

**CALL TO ORDER**

Dr. Atwater called the meeting to order at 9:40 am.

**APPROVAL OF CONSENT AGENDA**

- Meeting Minutes – December 13, 2016
- Departmental Reports

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

**STANDING COMMITTEE REPORTS**

Each of the Committee Chairs reported on the outcome from their meetings held earlier this morning. All of the meetings were well attended.

**Investor Relations:**

Yvette Segura provided a recap of the Investor Relations committee meeting. In their meeting they focused on the alignment of “Why the EDC?” They also identified their role as one of ambassadors for the EDC to promote engagement and involvement from the business community. They discussed the following next steps:

- Identify prospective investors, initiating contact, and putting them in touch with the appropriate EDC contact to continue the conversation
- Different ways to start and engage conversations with potential investors
- Brainstorming to determine what types of events can be identified to maximize potential investor participation

**Marketing:**

Marie Chinnici-Everitt informed the committee that the marketing committee would identify the following:

- Marketing objective
- Measures for success
- Cadence for meetings going forward

The marketing committee identified six objectives in priority order:

1. Target audiences
2. Defining story of “Why Tampa?”
3. Synthesizing various data to support story
4. Defining brand personality
5. Defining key influencers; neighborhoods we want to promote as places to live
6. Equipping our board to help tell our story in a more concise and consistent way

They would define measures of success by year-end as follows:

- Have a consistent story that is consistently told; an elevator pitch that everyone can remember
- Demonstrate ranking improvements

In the next meeting the committee will further define rankings and importance. Members of the board and Stand Up Tampa will be polled on their confidence in telling the EDC’s story. Also in 2019, as funding allows, improve the perception of Tampa by 15% from the 2014 poll.

Colleen Chappell provided an update on StandUp Tampa. She announced that Omar Soliman, College Hunks Hauling Junk invested at the President’s Council level; Roberto Torres, Black & Denim and Blind Tiger along with Tim Moore, Diamond Studios has also invested. Now that their structure is in place, they are all about talent attraction. They are the faces, voices and ambassadors of our market. They are in video testimonials, websites and plan to participate in their own mission trips. They are currently working on the details of their first trip, which will be to the DC/Virginia area.

**Business Development:**

Vin Marchetti provided an overview from the Business Development committee meeting. The committee gained an understanding of what the EDC is currently doing as it pertains to recruitment and retention. The first objective will be to coordinate with the other EDC groups in Hillsborough County to determine their efforts around business recruitment and retention. They will then determine how the different organizations can work together more cohesively. The next goal will be to perform a detailed assessment of our workforce and labor pool.

The committee also discussed getting together more regularly than the scheduled quarterly meetings.

## **NOMINATING COMMITTEE**

Dr. Atwater discussed the nominees for Executive Committee and Board of Directors. As a result of the revised Bylaws that were adopted at the January meeting, the Executive Committee needs to add three (3) members to the Executive Committee and fifteen (15) members to the Board of Directors, five (5) of which are Gazelle investors.

The Nominating Committee voted electronically and unanimously approved the proposed slate.

### **Executive Committee**

1. Lee Evans, Bristol Myers Squibb
2. Melanie Williams, Frontier Communications
3. Suzanne McCormick, United Way

### **Board of Directors**

1. Ed Narain, AT&T
2. Gov. Bob Martinez, Holland & Knight
3. Larry Richey, Cushman & Wakefield
4. Jerry Fowden, Cott Corp.
5. Chase Patillo, CBRE
6. Nathaniel Doliner, Carlton Fields
7. John Townsend, T. Rowe Price
8. Omar Soliman, College Hunks Hauling Junk
9. Dan Woodward, Highwoods Properties
10. Randy Simmons, R.R. Simmons Construction
11. Mary Clare Codd, Colliers International\*
12. Julius Davis, Voltair Consulting Engineers\*
13. Roberto Torres, Black and Denim
14. Open for Gazelle Investor yet to be determined
15. Open for Gazelle Investor yet to be determined

*\* Grandfathered into the Gazelle category through 9/30/17 as former Partners*

***Action: The motion was made, seconded and unanimously passed to approve the nominees for Executive Committee and Board of Directors as presented.***

## **FINANCE AND ADMINISTRATION REPORT**

Mark Segel advised the committee that the financials were included in their meeting packets for review and stated that the budget is operating within acceptable parameters. He also provided an overview on the campaign with year-to-date results. The EDC has three-year commitments from the following:

- CareerSource Tampa Bay
- Cherry Bekaert
- Cushman & Wakefield
- Hillsborough Community College
- VoltAir

The following list represents new investors:

- |                              |                     |           |
|------------------------------|---------------------|-----------|
| • Blind Tiger                | Gazelle             | Committed |
| • College Hunks Hauling Junk | President's Council | Committed |
| • Dex Imaging                | President's Council | Committed |
| • Diamond View Productions   | Chairman's Council  | Committed |
| • Elevate                    | Gazelle             | Paid      |
| • Haneke Design              | Chairman's Council  | Paid      |
| • Tomlin St. Cyr             | Gazelle             | Committed |

This list represents an increase in level and/or investment:

- |                          |                                   |
|--------------------------|-----------------------------------|
| • CareerSource Tampa Bay | Chairman's to Circle of Champions |
| • Cushman & Wakefield    | Increased investment              |
| • UBS Financial Services | President's to Chairman's Council |
| • VoltAir                | Increased investment              |

Mark mentioned that the THRIVE breakfasts have met limited success and asked the committee to let him know if they knew of anyone that was interested in supporting the EDC.

Dr. Atwater asked the committee members to make a three year commitment to the EDC. All of the executive committee members at the table (Colleen Chappell, Marie Chinnici-Everitt, Gordon Gillette, Lindsey Kimball, Rhea Law, Vin Marchetti, and Dave Pizzo) unanimously agreed to do so at their current investor levels. In addition, Dr. List committed to three years at the Circle of Champions investor level.

## **OLD BUSINESS**

Rhea Law discussed the recent letter the EDC received from House Speaker Richard Corcoran requesting

additional information about expenditures over \$1000, in particular travel and lodging. She provided some insight into the activities in Tallahassee as well.

A robust conversation ensued about this matter.

## **PRESIDENT'S REPORT**

Craig Richard started off by thanking all of the committee members for their recent three year commitments. He discussed how these commitments would help with the EDC's application for accreditation through IEDC.

Craig asked for feedback from the investors regarding their initial thoughts on the first committee meetings and new structure. Marie Chinnici-Everitt pointed out that this is the first time the investors are being leveraged to help drive the mission of the EDC vs just attending meetings. Craig mentioned that the goal and intent is to get insight and direction from the investors and execute on the EDC's mission.

He reviewed some of the highlights from the departmental reports, which were included in the committee packet.

1. Business Development
  - EDC has achieved 67% of their jobs goal of 2,700 with 1,820 direct jobs to date
  - Congratulations to the team on landing Amgen
2. International
  - Germany mission trip scheduled for May 15-19
  - Circle of Champions investors get to send one representative on Germany trip
3. Marketing
  - Several noteworthy press articles included in packet
  - Michelle Bauer is working with FEDC as Chair of the Advocacy Committee
  - EDC won two more marketing awards (Silver Telly, Platinum Marcom)
  - IMAC starts on April 9 – Tampa has highest attendance on record, 493 registrations to date
4. Finance & Administration
  - Campaign yielding good 1:1 meeting results; will take longer than originally anticipated to solidify the commitments
  - Ed Peachey, CareerSource – New Circle of Champions Investor and will also sponsor a conference room
  - Greg Kadet, UBS Financial Services – Upgrading from President's to Chairman's Council
  - Financial condition is solid; slow to invoice the County and City, otherwise on schedule
  - Audit starts next week

## **ADJOURN**

The meeting adjourned at 10:57 am.

Submitted by:

Terri Houston