



MINUTES

Board of Directors Meeting | June 15, 2017

3:00 p.m. – 4:30 p.m.

Conference Call

Call-in: 1-888-670-3525 968-873-1924#

I. **Welcome:** Ed, Warren, Terry, Joe, Dan, Ed, BJ, Foster, Kristie, Nicole and Cindy were on the call

- Cindy reminded all the Anti-Trust Policy

II. **Discussion Items:**

- **Update from UWF** – Nicole Gislason email notes from UWF’s planning meeting with Cindy Anderson. That provides an overview of the activities supported by UWF. Cindy and Nicole reported that Mike Shew has been canvassing the 10-county region, attempting to meet with all potential new manufacturing members. Cindy mentioned that the meetings she attended had gone very well and she along with Nicole believed we would soon begin to reap the benefits and see new members. As Mike was visiting the potential new member manufacturers, he has been inviting them to the meeting and we will have a designation so all our members would be able to spot the potentials and interact with them. BJ Mitchell asked how many members did not renew; Joe Tannehill provided a list of members that did not renew.

Nicole provided a copy of the wireframes plan for the website revision which should be completed in time for the General Membership Meeting in July at IP. She talked about going to see the IP venue and was looking forward to a great turn out.

Nicole indicated that UWF will produce a direct mail invitation to the annual meeting in WaterColor.

- **Update from Talent Committee** – Kristie Kelley, reminded all that the Talent Committee for NWFMIC was an integral part of the NWFL FORWARD Talent Committee. She mentioned activities of several of the subcommittee such as the Educator Retention and Recruitment Committee and their need to identify means to incentivize manufacturing educators to stay in the field. Cindy mentioned two were lost this year to being overwhelmed. There had been a suggestion to fund subs allowing the educators to have an additional planning day as one of many ideas.
- **Update from Marketing Committee** – Cindy let everyone know that Dee was ill and the marketing suggestions are included in the budget being review later



- Update/Recommendations from Executive Director – Cindy
 - Plans for July General Membership: Cindy let everyone know what a great job UWF was doing helping to prepare for the meeting and get attendees. She asked that all the Board please reach out to the guests, welcome them and encourage their participation. Kristie mentioned that we might desire to add some type of star on member's name tags such that anyone would see how long they have been members. Cindy asked if Kati could do this on their behalf. Nicole agreed but asked Cindy to provide the specific information as to which stickers need stars. We will add one star for every year of membership. Another sticker will be used to identify visitors.
 - Plans for October Annual Manufacturing Meeting: Cindy let all know that Stan Connelly had agreed to be the speaker at the meeting. Dan agreed to find out if we could get a block of rooms for guests at a discounted rate.
 - Proposed Budget: Cindy presented a budget with items for the general operating fund, as well as, the education fund. Her request was not to approved the specific line items but to allow the line items to be encumbered if the BOD was interested in pursuing the line item. This eliminated the Committee putting so much of their time in to the line item if it was something the BOD would prefer to not pursue. She and the Board went thru each line item and she gathered questions, concern and suggestions (see below) associated with each line to take back to the appropriate committee for further review prior to asking for financial approval.
 - Operating Fund:
 - Marketing Committee - Social Media had already approved and paid for the first 90 days of Lance Cook performing the social media. Cindy asked for the remainder of the year be encumbered (\$4,500)
 - Marketing Committee – The Committee is working on small scale giveaways for various events. It is requested to encumber \$1,000
 - Marketing Committee – Tee shirts for our marketing students were discussed, to market the manufacturing programs to other students in the various schools. \$10,000 was requested to be encumbered understanding that the committee hopes to be able to get manufacturers to add their logos on the shirts and financial participate in the shirts. While this was a great expense and could be a reoccurring expense, the Board asked the committee to give additional details such as who's logos, (all in the same local), are they in color, all the students or just a certain grade, etc. prior to asking for approval of the expenditure. Reducing the cost to the Board was a consensus.
 - Marketing Committee – Cindy described the banner the committee desired. Four horizontal, four vertical and 1 set up for a booth setting. The four of the smaller ones were to have each on stored in areas that would be easy access across the region as any of our members were to make presentations for the Council. The marketing committee is now working on the layout for the various setups and once the committee has a final proposal, this will come back to the Board. Nicole offered to store banners at UWF. UWF can arrange shipping to various locations but would need to bill for this activity.



Cindy will bring back four site to store across the region and will store the booth at her location since she will most likely be attending the events where is will be used.

- Marketing Committee – The Committee has also requested to develop some larger post cards to use at any events to better promote the Council and its efforts. The suggestion was for an infographic on the front and plain back allowing the backs to be used to print specifics associated with whatever event they will be dispersed. \$1,000 was requested to be encumbered.
- Talent Committee – A proposal from the Talent Committee, which came from the fact that two Manufacturing Educators decided not to teach the program next year due to being over whelmed and from an educator suggested the Council fund substitutes so the manufacturing educators could have additional planning days. The subs range from \$100 per day to \$150 per day. The request for funds to be encumber identified were for 11 programs, for one day per 9 weeks at \$125 per day or \$5,500. More specifics will come from the Educator Retention and Recruitment Subcommittee. Cindy mentioned this was not a silver bullet, but simply one of many incentives for our educators.
- Education Fund
 - Cindy listed \$24,400 to be encumbered for two years of professional development
 - \$5,000 for a programming class for the middle school teachers. This is a new endeavor and may request more for additional secessions.
 - Not to exceed \$2,500 has already been approved by the Board for stipends for our high school teachers to attend a FEWC conference that will focus on how educators can better utilize the private industry sector to strengthen their programs
 - \$4,500 to provide our academy teachers a review and new training on upgrades, an over view of the new curriculum the state is requiring for the manufacturing academies that is now in line with the Amitrol equipment and a presentation on a new upgrade to allow those students who excel to go to another level of training
 - Lastly, is \$800 for food/drinks for the four-day event. There was only \$200 on the budget Cindy errored and only did for one day
 - Next was a request to encumber \$10,000 for the incorporation of Skills USA into those school who desire to compete in the manufacturing related (robotics) competitions as the state competitions will be in NWFL for three years in a row and we need to shine. This amount was only a guesstimate and more details will be brought back for final approval
 - \$98,000 is the proposal to provide the SolidWorks licenses for an additional two years (up to 2021) ten additional schools including post-secondary.
 - There was also \$20,000 for additional CNC online training thru MTS. There was discussion on what was working and not working with this training. While the class is great, there are challenges getting students into the classes due to the times offered.



Cindy and Nicole discussed that Al Stimac had mentioned they were trying to develop it so it could be incorporated into a class room setting. Cindy will work with Al to bring back a proposal that eliminates the problems we encountered these last two years

- Overall – while there were great questions asked, the board approved the budget as encumbered only and when the individual lines are ready for implementation, more specifics will be brought back to the Board for final approval
- Proposal for Triumph/other grant opportunities: Cindy asked for a conceptual approval for her to spend her time to develop a proposal using the NWFL Forward template to develop a proposal for potential submittal to Triumph that would satisfy Goal 1 of their plan with respect to manufacturing. They hope to use this as a model for the other four instruct sectors.
 - Chair, Ed Phelan asked if Cindy had sufficient time, given the county education documents were still in the works. Cindy said those were complete and going on the web site
- Funds (\$320) for the transfer of the NWFLMFC.org email to Pioneer Technologies (invoice attached): Cindy reminded the Board that there was no need for a formal vote for the expenditure since less than \$1,000 but she worked to never have the Board be surprised on anything on her expense report. This was a needed expenditure to allow her email to remain with the new website. Ed Phelan agreed.
- Invoices going out this week to memberships, she hoped to be complete this week.
- Email approvals: Budget from last month, Stipends for manufacturers educators
- Any other items brought before the Board - nothing

III. **Next Board Meeting:** August 17, 3:00 Conference Call



NORTHWEST FLORIDA MANUFACTURERS COUNCIL, INC.

ANTI-TRUST VIOLATION POLICY

Violations of federal anti-trust laws are criminal acts. Criminal sanctions for anti-trust violations have increased substantially in recent years. A corporate violator may be fined as much as 10 million dollars. Individuals may be punished by fines up to 350,000 and by jail sentences up to three years.

Trade associations, such as Northwest Florida Manufacturers Council, Inc. (the "Corporation"), which by their very nature involve interaction among competitors and/or suppliers and customers, are subject to close scrutiny for anti-trust violations. Therefore, members must be careful to keep their activities within the prescribed bounds, both in appearance and in actual fact.

The following policy has been adopted to provide guidance for members in their conduct at meetings or in connection with other Corporation activities. It is important to note that federal and state anti-trust legislation is very extensive, and the guidelines provided herein are not exhaustive and do not provide a complete synopsis or summary of anti-trust legislation. Thus, interested members should review applicable legislation and/or confer with an attorney for more complete understanding of anti-trust compliance.

DO NOT at any meeting or social gathering incidental to Corporation activities, whether seriously or in jest, discuss or exchange any information, either directly or indirectly, regarding the following subjects:

- A member's prices (present or future), pricing patterns or policies, price differentials, price changes, or other terms and conditions of sale (e.g., transportation rates or policies, discounts, markups, credit terms) or any other topic that might be construed as proprietary information.
- A member's costs, production, markets, capacity, inventory, or sales, or its plans regarding the design, production, distribution or marketing a specific product, including, but not limited to, possible customers or sales territories.
- Except to the extent necessary to further legitimate Corporation objectives, general market conditions and general industry problems, including industry pricing policies or patterns, price levels, price differentials, or similar matters, or industry productions, capacity or inventories, including, but not limited to, planned and anticipated changes in any of the above topics.
- Anything that directly or indirectly relates to a member's bidding procedures for responding to bid invitations and/or a member's bid(s) on any particular products or contract.
- Any matters related to territorial restrictions, allocations of customers, restrictions on types of products, or any other kind of market division.
- Matters relating to actual or potential customers or supplies that might have the effect of excluding them from any market or of influencing the business conduct of any company toward such customers or suppliers, including the imposition of any influence of pressure from any other party or member to bring market dissidents into line or penalize non-participants in the group.

(end of policy)