

**Maryland Marketing Partnership
Meeting Minutes
February 16, 2018**

Board Members in Attendance:

Chairman Mike Gill
Henry Fawell
Keasha Haythe
Capt. Eric Nielsen
Leonard Raley
David Rodich
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio

Members Attending by Phone:

Josh Martin
Laura Van Eperen

Board Members Absent:

Julie Garner
Paul Nolan
Ammanuel Moore
Sen. Cheryl Kagan
Del. Kris Valderrama

Staff Members in Attendance:

Allison Mayer
Sherri Diehl
Liz Fitzsimmons
Carolyn O'Keefe
Lutisha Williams
Bill Chen

MEETING COMMENCEMENT

The meeting began at 2:00 p.m. in the Governor's Reception Room - 100 State Circle, 2nd Floor - Baltimore, MD 21401

I. Call to Order

Chairman Mike Gill called the meeting to order at 2:07 p.m. He turned the meeting over to Ms. Mayer to proceed with the agenda.

II. Welcome Remarks - Lt. Governor Boyd Rutherford

Lt. Governor Rutherford welcomed the Board to Annapolis and described the mission of the Hogan Administration was to put the state on a new track and rebuild the reputation of Maryland for business. He mentioned that the state has gained 110,000 jobs, but there is still more to do to sell Maryland.

Chairman Gill asked everyone to introduce themselves to the Lt. Governor Rutherford, and a group photo was taken.

III. Approval of Minutes of December 8, 2017 and January 25, 2018:

Chairman Gill asked for a motion to approve the minutes. Mr. Raley moved to approve the minutes, with Ms. Haythe providing a second, with the minutes unanimously approved as submitted.

IV. Tourism Day Recap

Ms. Fitzsimmons provided a recap of Tourism Day and shared with the Board that Commerce's Division of Tourism, Film and the Arts now has a new Executive Director of the Maryland State Arts Council (MSAC), Mr. Ken Skrzysz. Ms. Fitzsimmons expressed that it's a new day at the MSAC in terms of collaboration and partnership. As it relates to Tourism and Film, Ms. Fitzsimmons shared that Light City is planned in April as well as the continued filming of the House of Cards in Maryland. As part of the highlights mentioned during Tourism Day, Governor Hogan budgeted an additional \$1 million toward tourism marketing.

V. Advertising Campaign and Open Website Launch

Ms. Mayer noted that the spring 2018 media plan was discussed at length during the January special meeting, and no significant changes had been made since that time. Placements would start to appear in March. The Partnership staff is hosting a webinar for all of the Marketing Partners so that they can get a comprehensive update on the advertising campaign and preview upcoming ad creative and tactics. Ms. Mayer turned to Ms. Diehl to update the Board on the new website designed for open.maryland.gov.

Ms. Diehl walked the Board through the different pages of the new website, emphasizing the storytelling aspects and presentation of facts and statistics about Maryland. She communicated that the call to action is to lead the user to either fill out a form or to interface with the right team member on the Commerce sales staff. The website will be linked to other sites for information regarding workforce development and education with a nice storytelling format. Chairman Gill applauded the website and expressed how rich it is with good information.

Mr. Stephens inquired about the tracking on the back end of the website. Ms. Diehl stated that Google Analytics is utilized for tracking, and that everything on the site is mobile-friendly. Ms. O'Keefe asked if the site selector audience had a chance to take a look at the site to offer any feedback. Ms. Mayer expressed that the site was built as a gateway to build awareness of Maryland for business and then refer them to key staff as well as where to find key information

in the site selection process. She reflected back the brand personality of Open for Business being Confident, Concise and Informative.

Mr. Tomarchio asked if the key industries could also include Logistics and Distribution? Ms. Diehl responded that the plan was to add this as a key industry on the site.

VI. Administrative Matters

a. Financial and Fundraising

Mr. Raley reported that, in terms of revenue, there were no sweeping changes from the last meeting other than the Partnership continues to receive contributions from the partners at revenue totaling \$4.6 million. On the expense side, the 2018 Governor Business Summit with the first deposit to the Marriott Waterfront – Harbor East. In regard to Media Plan, \$1.65 million spent in 2018 as well as more expenses relating to more upcoming media buys. Expenses to-date total \$1.55 million – leaving a balance of \$3,089,000 for the “Open for Business” campaign as well as various marketing activities in 2018.

Chairman Gill and Ms. Mayer mention that effective July 1st, the Governor’s budget will allocate \$1 million.

Ms. O’Keefe outlined the partners who recently committed to join as partners: J.J. Haines, Howard Bank, Kaiser Permanente, Perdue, MedStar, University of Maryland Medical Systems and W.R. Grace. Ms. Mayer commended Carolyn on her efforts to gain partners.

b. Financial Review

Ms. Mayer presented an item for consideration to enlist a third party accountant to review the Partnership’s financial procedures.

c. Elected Officers - Call for Nominations

Ms. Mayer asked that the Board consider thoughts of nominating new officers at the May meeting to install a slate. Mr. Raley suggested rotation of nominees. Mr. Stephens agreed to select a nominating committee to electing new officers for the New Year.

Ms. Mayer mentioned the current slate of officers, which are: Chairman Mike Gill, Tom Sadowski, Keasha Haythe, and Leonard Raley. Chairman Gill nominated Ammanuel Moore to be on the nominating committee. Ms. Angela Sweeney and Henry Fawell volunteered to serve as well. Ms. Haythe move to nominate members of the committee and Tom Sadowski seconded.

d. Inter-Agency Agreement with Commerce

Ms. Mayer addressed the Board regarding the Inter-Agency Agreement that was established at the Board’s first meeting. She expressed that this was the agreement to share staff resources and how Commerce administers the state funds on the Partnership’s behalf. The agreement is slated

to expire at the end of June. Ms. Mayer asked the Board if there was any desire to discuss whether to extend, modify or eliminate the Agreement. Board members concurred that the relationship was working well and that continuing in the inter-agency agreement made sense. Counsel to the Partnership, Mr. Chen, provided legal advice to the Board regarding the Interagency Agreement.

Mr. Sadowski moved to approve to extend the date of the agreement for two years and Ms. Sweeney seconded the motion, which was unanimously approved.

VII. Governor's Business Summit

Ms. Mayer presented results of a survey that was conducted after the 2017 Governor Business Summit to gauge attendees' thoughts on the program, venue and what ideas may be incorporated in future events.

In terms of the agenda, many attendees requested additional networking time, so organizers would build in additional time between sessions for networking. In terms of potential speakers and topics, Kevin Plank of Under Armour was mentioned several times in the survey. Additional speaker ideas discussed were Jamie Dimon of JP Morgan, Margaret Anadu of Goldman Sachs, Gary Kelly of Southwest Airlines, and others. Potential topics discussed included autonomous vehicles, global economy, noteworthy authors, technology and startups, as well as workforce development.

VIII. Good of the Order

IX. 2018 Meeting Dates: Future meeting dates are planned for May 11, September 14, and December 14

X. Adjournment

The meeting adjourned at 3:46 p.m.