

Maryland Marketing Partnership Board of Directors
Conference Call Meeting
January 25, 2018
2:00 p.m.

Board members on call (attending):

Julie Garner
Chairman Mike Gill
Josh Martin
Capt. Eric Nielsen
Paul Nolan
Leonard Raley
Tom Sadowski
Angela Sweeney
Laura Van Eperen

Board members absent:

Henry Fawell
Keasha Haythe
Sen. Cheryl Kagan
Ammanuel Moore
David Rodich
Marcus Stephens
Del. Kris Valderrama

Staff members on call:

Allison Mayer
Sherri Diehl
Liz Fitzsimmons
Lutisha Williams

MEETING COMMENCEMENT

The conference call meeting began at 2:13 p.m. upon establishment of a quorum.

I. Call to Order/Roll Call

The meeting was called to order by Ms. Allison Mayer to discuss the 2018 media plan.

II. 2018 Media Plan

Ms. Mayer thanked everyone who was able to join the conference call and shared with the group that the one item on the agenda was the 2018 Media Plan. She reminded the Board that HZ provided at the December 8, 2017 meeting a general overview of the paid media plan for 2018, both in-state and out-of-state. Ms. Mayer referred to a document distributed to the Board providing a breakdown of placements and allocations for the next 12 months, totaling \$1.65M and thus requiring the Board's approval to proceed.

Ms. Mayer asked for any questions or clarifications related to the media plan. Mr. Sadowski moved to approve the media plan, with Mr. Nolan seconding the motion. The motion passed unanimously.

Conference call meeting adjourned at 2:17 p.m.

III. Next Board Meeting: February 16, 2018 at 2:00 p.m. in Annapolis