

Maryland Marketing Partnership Board of Directors Meeting

MINUTES

January 27, 2017

Board members in attendance:

Henry Fawell
Julie Garner
Secretary Mike Gill, Chairman
Keasha Haythe
The Honorable Cheryl Kagan
Josh Martin
Ammanuel Moore
Capt. Eric Nielsen
Paul Nolan
Leonard Raley
David Rodich
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Staff members in attendance:

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

Guests in attendance from HZDG:

Brigitte Connell
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

The meeting began at 1:03 p.m. in the Governor's Reception Room, State House, 2nd Floor – Annapolis, MD 21401.

I. Call to Order

The meeting was called to order by Allison Mayer. Ms. Mayer then asked that a motion be passed to approve the minutes from October 25, 2017 and November 7, 2017. Mr. Sadowski moved to approve the minutes and Mr. Stephens seconded the motion.

II. Administrative Matters

Mr. Raley, Treasurer of the Board, provided a financial update, detailing \$1M in state appropriations, \$200,000 in partner revenue as well as \$147,205 in special revenue, totaling \$1,347,205 to date. With partnership expenses totaling \$52,240.25 and \$15,000 for events, \$41,756.21 for consulting services, \$12,500 for marketing contract and \$29 in bank fees, the total expenses to date totaled \$262,115.46. A balance of \$1,085,089.54 remained in the Partnership's fund.

Ms. Mayer directed Board members to a draft of Procurement Policies and Procedures for adoption. Mr. Raley moved to adopt and Mr. Nolan seconded the motion.

Ms. Mayer addressed Board members to accept resolution temporarily delegating duties of the Executive Director to Sherri Diehl in her absence. Mr. Nolan moved to adopt the resolution. Del Kris Valderrama seconded the motion. The motion passed unanimously.

IV. Branding Updates

Ms. Mayer directed Board members to view a presentation from the Partnership's creative agency, HZDG, based in Rockville, MD. As a continued effort to create a brand for the State of Maryland, HZ engaged the Board with a discussion surrounding brand architecture, target audiences and potential taglines.

Mr. Stephens expressed his desire to see concepts with more edginess, while Ms. Haythe echoed her desired to see bold concepts. Mr. Gill recommended connecting the tagline with Maryland's regions and neighborhoods as well as the state's great assets, such as the university systems. Ms. Fitzsimmons suggested showing a dynamic image as opposed to focusing on a tagline. It was suggested by the Board that HZ create additional concepts for consideration.

V. Governor's Business Summit Updates

Ms. Mayer mentioned to the Board that the Baltimore Hilton has been secured for the first Governor's Business Summit on Thursday, May 18, 2017 during the week of Preakness. She stated that staff engaged the Baltimore-based Event-Tech for logistics as well as handling staging and audio-visual, etc. while staff would be developing promotional materials and would handle

online registration. The estimated cost for this event was expected to range from \$130,000 to \$150,000, with a number of comped attendees, to include speakers as well as Maryland Marketing Partners whose financial commitment includes sponsor recognition during the Summit.

Ms. Mayer suggested the cost for individual registration range from \$150 to \$175 per person to include breakfast and lunch, thus making the cost attainable for small business owners and entrepreneurs. A lower price point would also entice attendees to register in order to sell out the event. The Board suggested starting at \$199 for early bird and going up to \$250 per person after an early bird registration period. Ms. Mayer asked the Board to offer suggestion for additional speakers, panelist, etc.

VI. Good of the Order

The next in-person meeting is TBD.

VII. Adjournment

Ms. Sweeney moved to adjourn the meeting and Mr. Moore seconded. The business meeting adjourned at 3:01 p.m.