

**Maryland Marketing Partnership Board of Directors  
Meeting Minutes  
December 8, 2017**

**Board members in attendance:**

Henry Falwell  
Secretary Mike Gill, Chairman  
Julie Garner  
Keasha Haythe  
Sen. Cheryl Kagan  
Ammanuel Moore  
Paul Nolan  
Leonard Raley

David Rodich  
Tom Sadowski  
Angela Sweeney  
Aaron Tomarchio  
Del. Kris Valderrama

**Board members absent:**

Capt. Eric Nielsen  
Josh Martin

**Members Call-in:**

Laura Van Eperen  
Marcus Stephens

**Staff members in attendance:**

Allison Mayer  
Sherri Diehl  
Carolyn O'Keefe  
Lutisha Williams

**Commerce Staff Absent:**

Liz Fitzsimmons  
Bill Chen

**Guests in attendance:**

Maria Kimball  
Debbie Norris  
Ron Thompson

**MEETING COMMENCEMENT**

The meeting began at 2:21 p.m. in the Conference Room of Tradepoint Atlantic 1600 Sparrows Point Blvd., in Edgemere, MD

**I. Call to Order**

The meeting was called to order by Chairman Gill, who shared new rankings released by CNBC in its "Best States for Business" report. In this, Maryland ranked 25<sup>th</sup> in the nation, its highest ranking ever, and an improvement from the prior year's ranking of 30. The same report placed

Maryland as #7 for its economy and #4 in technology innovation. He turned the meeting over to Ms. Mayer proceed with the agenda.

## **II. Approval of the Minutes September 15, 2017:**

Ms. Haythe moved to approve the minutes, with Mr. Moore providing a second, with the minutes unanimously approved as submitted.

## **III. Advertising Campaign Update and Spring 2018 Media Plan**

HZ presented the Board with an update surrounding the Fall Advertising Campaign. Ms. Norris from HZ recapped that the campaign began in early September and ran in earnest through mid-November. The focus during the kick-off phase was to reach small business owners, C-level executives and opinion leaders throughout Maryland. The media mix included digital display, social and search, digital billboards at BWI, LED Signage at the M&T Bank Stadium and the University of Maryland. Also included in those placements were radio and business journal print and digital.

The campaign has generated more than 24,000,000 impressions throughout the State of Maryland. Website results were also tracked during this campaign period with a goal to increase the two minute sessions on the website. Before the campaign started, the site was averaging 266 two-minute sessions per month. By mid-November, the site was averaging 732 two-minute sessions per month. Pre-campaign, there were 56 sessions per day; by mid-November, the daily sessions were up to 502 per day.

For the spring 2018 campaign, advertising efforts will expand into out-of-state markets in an effort to reach the large clusters of IT, cyber, aerospace, biohealth and manufacturing companies. Mr. Thompson shared with the Board a mock-up of a new, 40-page "Open for Business" brochure that will become the state's principle sales collateral piece. Ms. Mayer reinforced that this particular collateral piece tells Maryland's business story through key statistics, rankings and compelling visuals. Ms. Diehl added that the brochure will be taken to trade shows where Maryland or Commerce exhibits around the globe.

Ms. Haythe asked if the agency were using stock photos or real photographs. Mr. Thompson responded that the majority are internal photographs within the State.

## **III. Administrative Matters:**

### **a. Financial & Fundraising Updates**

Mr. Raley reported that the Partnership was in a strong financial position to close out 2017. In terms of revenue, State appropriates reflect an additional \$1 million in FY18, and grant funds from Commerce at \$655,000 in FY18, for a grand total of \$3,055,000. For private sector revenue, the Partnership has surpassed the \$1 million mark in private dollars received in a calendar year. The total that has been received to date is \$1,174,333.34, plus outstanding commitments totaling \$77,000 for 2017 not yet received.

Expenses to date total \$1,412,467.97, leaving a balance of \$3,029,954.37 available to fund the ad campaign, as well as various events and other marketing activities in 2018.

**b. Creative & Contract**

Ms. Mayer expressed that HZ does not have an in-house public relations team to offer clients. She gauged the Board's interest in separately retaining a public relations firm to fulfill such services on behalf of the partnership. The Board considered this favorably, emphasizing that such a firm concentrate on earned media coverage in top-tier business publications and national news outlets.

**c. Cyber Maryland MOU**

Ms. Mayer briefed the Board on discussions with stakeholders on the state taking a lead role in a cybersecurity industry conference. Chairman Gill expressed the importance of this industry to the state's business recruitment efforts, and that the conference presentation and speakers need to be world-class in order to reinforce Maryland's reputation as the Cyber capital of the world.

**IV. Governor's Business Summit 2018**

Ms. Mayer advised the Board that the 2018 Summit will take place on September 12, 2018 at the Baltimore Marriott Waterfront, located in Harbor East. She mentioned that the next Board meeting will include a discussion on the agenda, speakers, etc.

**VI. Host Presentation: Tradepoint Atlantic Development Overview  
by Aaron Tomarchio**

Mr. Tomarchio, Tradepoint's Senior Vice President of Administration and Corporate Affairs, gave a brief overview of the Tradepoint Atlantic redevelopment.

**VII. Good of the Order**

**VIII. Adjournment**

The business meeting adjourned at 4:04 p.m. Board members were invited to take an optional windshield tour of the Tradepoint Atlantic to view progress on the redevelopment.