

Maryland Marketing Partnership Board of Directors

MEETING MINUTES

June 15, 2017

Board members in attendance:

Mike Gill
Ammanuel Moore
Capt. Eric Nielsen
David Rodich
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
Laura Van Eperen

Board members (Call-in):

Henry Fawell
Julie Garner
Keasha Haythe
Josh Martin
Paul Nolan
Leonard Raley
Tom Sadowski
Delegate Kris Valderrama

Board members absent:

Senator Cheryl Kagan

Staff members in attendance:

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

Guests in attendance:

Justin Fiore (on behalf of Sen. Kagan)
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

The meeting began at 2:04 p.m. in the 17th Floor Conference Room of the World Trade Center, 401 E. Pratt Street – Baltimore, MD 21202

I. Call to Order

The meeting was called to order by Chairman Mike Gill. Chairman Gill acknowledged the tremendous success of the first Governor's Business Summit that was held on May 18, 2017 at the Hilton Hotel – Baltimore. Video highlights were shown to the Board Members.

II. Approval of Minutes from January 27, 2017 meeting

Ms. Sweeney moved to approve the minutes, with Mr. Rodich providing a second to approve the minutes as submitted.

III. Advertising Campaign Update

Chairman Gill reflected on the progress of the advertising campaign and how many stakeholders had responded favorably to the “Open for Business” message from the Governor’s Business Summit. This input along with discussions with Board members directed the campaign to continue to focus on the theme “Open for Business.”

Ms. Hooper, from advertising agency HZDG, then presented research results a March survey initiated to 300 business location decision makers in Maryland as well as across competitive states. The 300 responses were evenly split among in-state and out-of-state decision-makers. The findings were targeted at the factors involved for the decision makers to conclude that Maryland is the place for business to grow and thrive. Attributes considered most important in a location decision, according to the survey results, included:

- Affordable place to do business
- Showing strong economic growth
- Competitive tax structure
- Having a highly educated skilled workforce
- Pro- business State
- Regulatory changes to help businesses
- Consumer buying power
- Affordable place to live

Crime was mentioned as a deterrent to locating a business.

IV. Nomination and Election of Officers

Ms. Mayer described that in the Partnership’s Bylaws, officers are to serve in one-year terms, and since officers were first elected in April 2016, it was time for a new election. Ms. Mayer opened the floor for nominations. Mr. Nolan described that, since the MMP is still a new organization and its activities were just starting to launch, it made the most sense to keep the officers who are currently in place and not make any changes. Mr. Nolan then moved to renew the term of the existing officers for another year. Mr. Stephens seconded the motion, and the motion passed unanimously by the Board.

Ms. Mayer expressed the elected officers for another year (through mid-2018) are:

- Mike Gill, Chair
- Tom Sadowski, Vice-Chair
- Leonard Raley, Treasurer
- Keasha Haythe, Secretary

V. Administrative Matters

a. Financial and Fundraising Update

Ms. Mayer expressed that the Board's revenue has increased since the last meeting in January due to the 18 business partners who have signed on as partners. The three to five year commitments from these partners totals \$2.34 million in additional funding for MMP activities, including the advertising campaign.

b. Senior Players Championship

Through the MMP's sponsorship, the State of Maryland will be hosting business prospects, important expanding businesses in the state and partners during the tournament. Chairman Gill and Mr. Stephens also discussed a plan to invite caddies to wear Maryland-branded hats during the tournament in order to get national television attention for the state.

c. Future Meeting Dates

Future meetings are scheduled for September 15 and December 15, 2017.

VI. Adjournment

The business meeting adjourned at 3:30 p.m.