

**Maryland Marketing Partnership Board of Directors**

**MEETING MINUTES**

**September 15, 2017**

**Board Members in attendance:**

Secretary Mike Gill  
Henry Fawell  
Julie Garner  
Keasha Haythe  
Sen. Cheryl Kagan  
Josh Martin  
Ammanuel Moore  
Leonard Raley  
David Rodich  
Tom Sadowski  
Marcus Stephens  
Laura Van Eperen (by phone)

**Board Members absent:**

Capt. Eric Nielsen  
Paul Nolan  
Angela Sweeney  
Aaron Tomarchio  
Del. Kris Valderrama

**Staff members in attendance:**

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

**Guests in attendance:**

Tracy Aschenbach  
Katie Hooper  
Ron Thompson

**MEETING COMMENCEMENT**

The meeting began at 2:07 p.m. on the 2<sup>nd</sup> Floor of Rye Street Tavern – 225 E. Cromwell Street Baltimore, MD 21230.

**I. Call to Order**

The meeting was called to order by Chairman Mike Gill, who shared a few remarks to the assembled group:

- Amazon Second Headquarters announcement/opportunity (*projected to be 50,000 jobs at \$100,000/job, and projected to cost over \$6 billion for infrastructure*)
- Goldman Sachs investment in Port Covington

Ms. Mayer expressed that this week is the official launch week of the new Open for Business advertising campaign, with boards now on display at BWI. Additionally, she and two members of the HZ team presented the new campaign at the Mid-Atlantic Marketing Summit earlier that day.

## **II. Approval of the Minutes for June 15, 2017**

Mr. Raley moved to approve the minutes, with Mr. Sadowski providing a second to approve the minutes as submitted.

## **III. Advertising Campaign Update**

HZ's team presented an update on the new advertising campaign. Ron Thompson reiterated that the campaign's "personality" was captured by the terms informative, confident and concise. Specific campaign creative shown highlighted targeted industry sectors, including IT/cybersecurity, life sciences and aerospace.

While advertising runs, the team will next be launching the new [open.maryland.gov](http://open.maryland.gov) website in January 2018. Mr. Stephens asked whether this could be further expedited. Ms. Mayer responded that the content is the biggest thing, but that a placeholder landing page is live.

In regard to media placement, Ms. Aschenbach indicated the strategy for fall 2017 starting in-state with the message that the state of Maryland supports business in order to encourage expansion of business within the state rather than businesses relocating elsewhere. In 2018, the campaign will go national, targeting decision makers at out-of-state businesses in the targeted geographies and industry sectors. This fall Open for Business will be appearing in multiple publications, including BBJ, WBJ and digital placements; on six billboards positioned around the state, showing variety of messages every three minutes; and radio spots WTOP, WBAL, etc. Additionally, a partnership through the Ravens includes in-stadium advertising on digital boards.

Sen. Kagan asked about the placements for pre-Baltimore centric and was wondering how much of the Washington media market for Redskins games will be advertised. Ms. Aschenbach's response a lot of the ads are in-state digital advertising. However, the billboards are also in the DC area.

## **IV. Administrative Matters**

### **a. Financial and Fundraising Update**

Mr. Raley shared financial highlights, recapping first revenue to include the FY17 \$1 million appropriation from the State of Maryland and a \$400,000 grant from the Department of Commerce. Not reflected is the FY18 \$1 million state appropriation and a \$655,000 grant from Commerce, which have not yet been accessed. With respect to the partner revenue, their outstanding commitment totals \$27,000. All told, with special revenue collected and the business summit, revenue to date is \$2,467,422.34.

On the expense side, in addition to advertising and creative work expenditures, there are new lines reflecting sponsorships for the Military Bowl of \$25,000 that will give us some national media coverage and IAMC Richmond, a Site Selection Conference of \$2,500 that will allow us to host a State dinner. Expenses to-date total \$986,287.61, leaving a balance of \$1,481,134.73 on hand to fund marketing activities and the media plan.

Ms. O'Keefe expressed that last year this time we started the process of prospecting. "Campaign One" resulted in eighteen companies joining as partners. As she begins fundraising campaign number two, meetings are currently scheduled with 15 new companies to come on board. CyberCore Technologies is one of the newer companies at the Ambassador level.

In regard to the upcoming social event, October 3, 2017 from 5:00 to 7:00 p.m. on the Pride of Baltimore. Prospects and partners are invited as well as board members.

#### **b. Upcoming Events**

Ms. Mayer addressed the upcoming events that consist of:

- October 3, 2017: Pride of Baltimore
- October 9, 2017: Industrial Asset Management Company (IAMC) Maryland Dinner in Richmond, VA

#### **V. Host Presentation: Port Covington Development Overview**

Marc Weller of Sagamore Development gave a brief oversight of the Port Covington project. There is capacity to build up to 18 million square feet of space, with \$660M in TIF financing through the City in place. Goldman Sachs will be investing \$233M in the urban investment group toward phase 1 infrastructure.

#### **VI. Good of the Order**

#### **VII. Adjournment**

The business meeting adjourned at 3:45 p.m. Board members and attendees were invited to take an optional tour of the Sagamore Spirit distillery.