



December 18, 2023  
Department of Housing and Community Development  
7800 Harkins Road, Lanham  
1:00 – 2:30pm  
Agenda

**Subcabinet Attendees:**

Signe Pringle, Deputy Secretary for Kevin Anderson, Secretary, Department of Commerce, Chair  
Kevin Atticks, Secretary, Department of Agriculture  
Jake Day, Secretary, Department of Housing and Community Development (DHCD)  
Y. Maria Martinez, Special Secretary, Governor’s Office of Small, Minority, & Women Business Affairs (GOSBA) – Virtual  
Michael Higgs, Director, State Department of Assessments and Taxation (SDAT)  
Paul Wiedefeld, Secretary, Maryland Department of Transportation (MDOT)  
Portia Wu, Secretary, Department of Labor  
Rebecca Flora, Secretary, Maryland Department of Planning (MDP)  
Sanjay Rai, Secretary, Maryland Higher Education Commission (MHEC) –Virtual  
Suzanne Dorsey, Deputy Secretary for Serena McIlwain, Secretary, Maryland Department of the Environment (MDE)  
Susan C. Lee, Secretary of State  
Josh Kurtz, Secretary, Department of Natural Resources

**Guests:**

Ashley Sharp, Deputy Chief of Staff, Department of Labor  
Alexandria Liu, Chief of Staff, Secretary of State  
Rosa Cruz, Chief of Staff, DHCD  
Joe Griffiths, Local Assistance and Technical Trainer, MDP – Virtual  
Jennifer LaHatte, Managing Director, Commerce  
Jayson Knott, Senior Director, Commerce – Virtual  
Heather Gramm, Assistant Secretary, Commerce – Virtual  
Carolyn Hammock, Director of Digital Marketing, Commerce

**I. Meeting called to Order**

Commerce Deputy Secretary Signe Pringle called the meeting to order at 1:00pm and thanked Secretary Jake Day and the team at the Department of Housing and Community Development (DHCD) for hosting the meeting.

**II. Review and Approval of November 14, 2023 Meeting Minutes**

Upon a motion duly made and seconded, the minutes of the November 14, 2023 meeting approved.

### **III. Chair's Report**

Deputy Secretary Pringle reported that Secretary Anderson's absence was due to his attendance of an announcement with Governor Moore related to the Baltimore Orioles contract, an important impact to the State's economy. She also briefly provided an overview of the recent announcement of the relocation of the Federal Bureau of Investigation (FBI) to Prince George's County and the significant impact to the State. She complimented the close partnership of State Agencies and local officials dedicated to this project. Other items Ms. Pringle reported were the preparation of a request for proposals for a Department Strategic Plan; preparation for the legislative session and coordination with local partners; and focus on the collaboration with the Governor's Office on rebuilding government.

Ms. Pringle then provided a summary of the Closed Session held during the November 14, 2023 meeting.

Ms. Pringle continued by introducing Ms. Carolyn Hammock, Director of Digital Marketing to provide a presentation on the marketing efforts for business and workforce attraction. Ms. Hammock gave an overview of the marketing team; the Maryland Marketing Partnership; marketing objectives; paid advertising campaign; branding; and statistics of the campaign's impact. (Presentation on file.)

Ms. Hammock then addressed questions/comments from the Subcabinet which included the request for the link to the campaign video; translated marketing materials; collaboration opportunities with DHCD for new talent attraction; and electric vehicle related content to support this new industry focus.

### **IV. Department of Housing and Community Development**

Secretary Jake Day provided an overview of the State's Revitalization Programs for Fiscal Year 2024. He described the eligibility, scoring, number of applicants, review considerations, and partnerships with State Agencies in reviewing and awarding programs/grants for the following programs: Baltimore Neighborhood Initiative; Community Legacy; Maryland Façade Improvement Program; National Capital Strategic Economic Development Fund; SEED Community Development Anchor Institutions Program; Strategic Demolition Fund – Project C.O.R.E.; the Statewide Strategic Demolition Fund.

Secretary Day continued to describe programs by region highlighting specific projects. (Presentation on file.)

He then took questions from the Subcabinet.

### **V. Regional Resources Workgroup**

Mr. Joe Griffiths, AICP, Local Assistance and Technical Trainer, MDP reported the Regional Resources Team Leaders were notified of the Subcabinet's request to continue to meet, maintain the contacts on the website and identify any issues or opportunities to the Subcabinet on as needed.

The Rapid Business Response Team roster was then shared and Deputy Secretary Pringle requested all Agencies submit points of contact.

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

No additional information was discussed.

The open meeting was then closed at 2:15pm upon a motion made by Secretary Atticks and seconded by Secretary Day and approved by all voting members, the meeting was closed pursuant to General

Provisions Article § 3-305 (4) To consider a matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State.” Confidential and financial information is protected from disclosure under the Maryland Public Information Act (§4-335).