



BOARD OF DIRECTORS MEETING MINUTES

March 31, 2022 | 11:00 a.m.

VIA CONFERENCE CALL

Toll Free: (423) 588-1367

Conference Code: 452 295 049#

MEMBERS PRESENT

Karen Cherry, Chair
Aaron Tomarchio
Angela Sweeney
Henry Fawell
Justin Meighan
Stuart Page

MEMBERS PRESENT “VIRTUALLY”

Ali von Paris
Capt. Eric Nielsen
Julian Boykin
Lauren Van Eperen
Leonard Ralet
Sila Alge-Bartel
Tom Sadowski

MEMBERS ABSENT

Senator Chery Kagan
Delegate Kris Valderrama

MMP STAFF

Robert Scherr
Tom Riford

COMMERCE STAFF

Secretary Mike Gill
Carolyn Hammock
Julie Miller
Liz Fitzsimmons
Lutisha Williams

Sherri Diehl

I. CALL TO ORDER / ROLL CALL / WELCOME GUESTS

Meeting was called to order by Chair Karen Cherry at 3:06 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners and new ad agency, Planit were welcomed. Chair Karen Cherry asked the new partners (Sila Alge-Bartel and Ali von Paris) to introduce themselves to the Board.

II. ADMINISTRATIVE ITEMS

a. Approval of Minutes from December 14, 2021

Chair Karen Cherry asked for any questions or comments regarding the minutes from December and a motion to approve. There were no questions or comments. Henry Fawell moved to approve the minutes. Mr. Stuart Page second. No opposition. Minutes approved and accepted.

b. Financial Report (Leonard Raley, Treasurer)

This financial report exhibits the financial performance from partner contributions and State appropriations. This report covers FY22 (*to-date*) fiscal highlights and expenses paid as well as anticipated expenses through June 2022.

On the Revenue Side:

- MMP Partner contributions paid in FY2022 (*to-date*): \$1,061,002

On the Expense Side:

- Total expenses of \$1.9 M for media placements, website maintenance, HZ agency hours and Planit Ad Agency.

Upcoming Expenses through June 2022:

- HZ Website Project \$ 94,000
- Planit Spring Media Buy \$751,000
- Planit Creative Development TBD
- Contract with Abel Communications \$ 22,500
- Contract with Robert Scherr \$ 18,750

Total Upcoming Expenses: \$886,250

MMP's Current Balance: \$3.5M

Chair Karen Cherry asked for a motion to approve and accept the financial report as submitted. Ms. Angela Sweeney moved to approve the financial report. Mr. Tom Sadowski second. No opposition. Financial report approved and accepted.

Also, back in February, the Board voted via email to approve the Media Buy of \$1.6M for 2022 Spring and Fall advertising that was submitted by Planit Advertising Agency.

III. UPDATE FROM MD COMMERCE SECRETARY MIKE GILL

Secretary Mike Gill expressed a huge “Thank You” to the MMP Board, Partners and everyone who has been a part of this MMP endeavor.

IV. PRESENTATION FROM PLANIT AD AGENCY

Executive Director Tom Riford asked members from Planit to introduce themselves. They are as follows:

- Liz Bozcik
- Debbie Norris
- Melanie Magale
- Trevor Villet

The Planit team provided in detail the Campaign Objectives, Target Audience, Strategic Media approach, Media Plan by Channel and Campaign goals and measurements.

a. Campaign Objectives

- Improve Maryland’s Business Image
- Engage Key Audience Segments by increasing traffic to **open.maryland.gov**
- Create More Jobs in Maryland which would be measured by the overall job numbers

b. Target Audience

- The objective is to bring new or expanding business to Maryland
- Bring top talent to Maryland for businesses to hire
- Encourage business growth and generate brand ambassadors

c. Strategic Media Approach

- Display video and audio to reach target audiences
- Utilize best performing partners from past campaigns to maximize efficiencies
- Explore new partners in order to test and increase learnings
- Expand reach to the Site Selection audience through social media
- Explore niche industry options
- Geo-fencing key conferences
- Reserve funds for opportunistic/experiential buys
- Restructure Search campaign to maximize results

d. Creative

Tervor Villet, the Associate Creative Director elaborated more on the celebratory concept of “Here, Here!” which follows the State’s declaration that Maryland is Open for Business.

MMP partner Ali von Paris asked if the marketing dollars were being spent out of the State? Executive Director Tom Riford responded “yes,” our marketing dollars are VASTLY spent outside of Maryland. She also asked if there are any initiatives or any considerations to have equal partnership with entrepreneurial centers. According to Ms. Carolyn Hammock, “yes, it is definitely a consideration that is an important part of what the Department of Commerce does which has been a focus in branding the State.”

V. MMP UPDATES

e. Executive Director’s Report

Since the last Board meeting back in December, there have been some significant “Wins” in the past several weeks announced by the Department of Commerce according to Executive Director Tom Riford. Tom expressed that the Hitachi Rail, \$2.2 Billion contract has created 460 jobs in Washington Counties. The company will be manufacturing the new WMATA rail cars, and building a \$70 Million plant.

Fanatics, the world’s largest provider of licensed sports merchandise, is building a 500,000 sq ft facility in Harford County, creating 135 new jobs.

Miltenyi Biotec is locating its North American Headquarters in Gaithersburg, Maryland. This expansion of operations will include additional manufacturing, research and development. They are adding approximately 130 new jobs plus 300 more jobs are being kept in Maryland.

Tom Riford also mentioned that he has made several presentations, including to the USM and other existing partners, and to several potential partners. Several board members have accepted having their board terms extended. Tom Riford also meets biweekly with the PR company, Abel Communications. The latest MMP newsletter was well accepted, from MMP Partner feedback he received.

f. Partnership and Contract Updates

- Secured 2022 Partnership and Renewals – Total Commitment of \$698,334
 - BGE, Bozzuto, CISCO, Ellin & Tucker, Harbor East/H&S Properties, Independent Can Company, Merritt Properties, St. John Properties, TEDCO, University System of Maryland, and Weller Development/Baltimore Urban Revitalization

- 2023 Partnership Renewals – Total Commitment of \$1,370,000
 - Clark Construction, Eastern Watersports, Howard Hughes, M&T Bank, MEDCO, Peterson Companies, T. Rowe Price, Tradepoint Atlantic, Transamerica, Whiting-Turner
- 2024 Partnership Renewals – Total Commitment of \$65,000
 - High Rock
 - Kaiser Permanente
- 2025 Partnership Renewals – Total Commitment of \$15,000
 - TEDCO

Secretary Gill asked Rob “how do we go about recruiting new prospects? Rob’s response is to go through the Baltimore Business Journal, LinkedIn for companies by sending an email solicitation or a phone solicitation. Secretary Gill proceeded further to ask, “What is our pitch to businesses? What do we have to offer? Tom stated that they will provide that information to him.

MMP Partner Ali von Paris asked about the partners who are leaving and is there an exit interview with them. How can the partners recruit from within as a group by creating a representation badge for branding purposes? Tom confirmed that there are exit meetings with the partners who choose not to renew. But, the door to come back to the partnership remains open. In regard to the reputation badge/partner badge, he indicated that we have a “Maryland Open for Business” sticker that can go on their website. For example, he mentioned that St. John Properties has it outside of their conference room door. (Tom sent some stickers to Ali von Paris, who expressed interest.)

g. PR Report (Abel Communications)

Greg Abel of Abel Communications provided updates from the PR perspective regarding stories that earn media attention. The concept is to find news worthy stories about Maryland. Emily McDermott from Abel Communications mentioned the program goals, which are to increase national awareness, highlight Maryland businesses and act as an extension of the MMP team.

As it relate to research and planning, she mentioned that they were invited to present and meet with the University System of Maryland Communications Council and their representatives from: UMBC, University of Baltimore, University of Maryland – Baltimore, University of Maryland Global Campus, University of Maryland Center for Environmental Science, Coppin State University, The Universities at Shady Grove, Salisbury University, University of Maryland, Towson University, Frostburg State University, and Bowie State University.

Earned media that's in the works with Forbes, The Wall Street Journal, and Biotechnology New Magazine. Emily mentioned that they are officially reaching out to MMP partners on a monthly basis asking for approximately 100-words of the latest and greatest of what's going on in their organizations. The news will be compiled and put into a monthly press release and it will be pitched to the media. A monthly round-up of news.

VI. NEW BUSINESS

Executive Director Tom Riford mentioned an upcoming MMP Reception for a date in April TBD.

Mr. Aaron Tomarchio mentioned that the National Associations of Manufacturers and they are interested in doing a "Creative Tour" here in Baltimore. The purpose of the tour is to inspire students in the region to pursue careers in manufacturing and they are looking for partnerships and sponsorships to assist in this endeavor. Aaron feels it would be good for the Board to be a part of it.

VII. ADJOURNMENT

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 12:34 p.m. The next meeting is scheduled for June 2022, exact date TBD.

Maryland Marketing Partnership
401 E. Pratt Street, 9th Floor
Baltimore, MD 21202
(410) 767-6519