



**BOARD OF DIRECTORS MEETING MINUTES**

**December 19, 2023 | 9:00 a.m. – 10:30 a.m.**

**In-Person: UMBC Research and Tech Park – 5520 Research Park Drive #290  
Baltimore, MD 21228**

**\*VIA CONFERENCE CALL\***

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**Google Meets: [meet.google.com/rvf-bpwe-gmx](https://meet.google.com/rvf-bpwe-gmx)**

**MEMBERS PRESENT**

Aaron Tomarchio, Chair  
Kevin Anderson, Secretary of Commerce  
Laura Van Eperen  
Leon Bailey  
Leonard Raley  
Linda Thornton Thomas  
Tom Sadowski

**MEMBERS PRESENT “VIRTUALLY”**

Capt. Eric Nielsen  
Christine Brooks-Cropper  
Henry Fawell  
Sila Alegret-Bartel

**MEMBERS ABSENT**

Ali von Paris  
Allyson Black  
Delegate Kris Valderrama  
Dionne Joyner-Weems  
Gerald Jackson  
Senator Cheryl Kagan  
Shannon Prudhome

**MMP STAFF**

Sherrí Diehl, Interim Executive Director  
Robert Scherr, Director of Corporate Partnerships

**COMMERCE STAFF**

Lutisha Williams  
Liz Fitzsimmons  
Saundra Jones  
Carolyn Hammock

Julie Miller

**I. CALL TO ORDER / ROLL CALL / WELCOME GUESTS**

The meeting was called to order by Chair Aaron Tomarchio at 9:00 a.m. The Chair called the roll for attendance. Quorum was established.

**II. UPDATE FROM COMMERCE SECRETARY KEVIN ANDERSON**

Secretary Kevin Anderson extended a “Thank You” to the MMP Board and their participation in the Marketing Partnership. He talked briefly about several “Big” wins that consist of (1) the Federal Bureau of Investigation (FBI) moving their headquarters to Maryland; (2) the Tech Hub Competition - \$75M investment; (3) business opportunities with Conair and Rocket Lab; and (4) the Maryland Economic Council (MEC).

**III. INTERNATIONAL PRESENTATION ON GLOBAL GATEWAY PROGRAM – PAUL BEATTY**

Paul Beatty, Director of Foreign Direct Investment, communicated with the Board that the Global Gateway program is currently in its early stages of recruiting and advertising efforts. The target regions are the UK, Canadian, and Japanese markets. There are more than 100 companies who have applied for grant funds. Currently there are 19 Trade Offices, 7 Foreign Direct Investment (FDI) Lead Generation Offices and 7 Global Gateway Partners – 50+ markets covered. Incentives provide eligible companies with up to \$10,000 in funding. Maryland currently has 20 participating incubator and accelerator partners across the state.

**IIIa. GREATER BALTIMORE COMMITTEE PRESENTATION**

Representatives from Greater Baltimore Committee (GBC) presented to the Board the regional branding initiatives and their efforts to establish a national Tech Hub in Greater Baltimore. GBC paused the work of the Economic Alliance to position the work for greater impact and align it with best practices of regional economic marketing organizations nationally. Also, existing financial support and built-in infrastructure with the surrounding counties, as well as the state. The branding objectives he spoke about are to (1) establish a comprehensive narrative for our regional economy, including industry, academic, talent and development assets; (2) amplify civic progress and collective efforts to transform long-standing issues. He mentioned the target audiences, growth businesses and organizations, local, national and international media and influencers in development, site selection, and foreign direct investment advisors.

**IV. ADMINISTRATIVE ITEMS**

**a. Approval of Minutes from September 18, 2023**

Chair Tomarchio asked for any questions or comments regarding the minutes from September and a motion to approve. There were no questions or comments. Capt. Eric Nielsen moved to approve the minutes. Linda Thornton Thomas 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 FY24 (*to-date*) fiscal highlights and expenses paid as well as anticipated expenses through June 2024.

**On the Revenue Side:**

- MMP Partner contributions paid in FY2024 (*to-date*): \$421,668

**On the Expense Side (2nd Quarter: July 2023 – March 2024):**

- Total expenses for this FY24: \$2,288,441

**Upcoming Expenses thru June 2024:**

- Media and creative plan \$2.1M
- Total projected FY2024 expenses \$2,444,070
- Total Remaining FY24 expenses \$155,629
- 

**Projected Balance Year-End (FY24): \$2.5M** (includes revenue from partners to be collected thru FY24)

Chair Tomarchio asked for any questions or comments regarding the financial report and a motion to approve. There were no questions or comments. Leon Bailey moved to approve the minutes. Henry Fawell second. No opposition. Minutes approved and accepted.

**c. Fundraising Revenue Report (Robert Scherr – Corporate Partnership Manager)**

- FY23 MMP received \$508,334 in revenue with a balance of \$5,000 to collect.
- FY24 MMP partner commitments total \$603,334; amount received to-date is \$311,667 with a balance of \$291,667.
- FY25 MMP partner commitments total \$418,333.
- FY26 MMP Partner commitments total \$184,998.

As a note, the current prospects include: CareFirst, 20/20 Gene Systems, Cisco, Alertus, WBAL/Hearst Television, Orioles, JHTV, MCB Real Estate, Medifast, and Think Systems.

The goals for the MMP sales plan through 2025 consist of (1) produce \$1,000,000 per fiscal year from partners (2) 75% intention of current partners and (3) increase partnerships to 37 by end of 2024 and 49 partners by end of 2025.

## **V. ADVERTISING FALL WRAP UP & SPRING PREVIEW - PLANIT**

The primary focus is the spring media “Be Moved” campaign that’s focused on business attraction (target audience: business owners, C-Suite Executives, and business decision makers), business retention (target audience: business owners) and workforce attraction (target audience: young professionals, 21-34 years of age). The timeline for this campaign is January 2024 – June 2024 with a focus on March 4 – 31, 2024. The microsite campaign anticipated launch is slated for February 2024.

## **VI. PR PROGRAM UPDATE – ABEL COMMUNICATION**

Abel Communications are continuously working more closely with the Commerce marketing and communications team. Moving forward they are closely aligning their PR efforts with Commerce’s quarterly content focus. The media coverage highlights are in the following publications: *Renewable Energy World, Inside Quantum Technology and Offshore*.

## **VII. ADJOURNMENT**

Chair Aaron Tomarchio extended a motion to adjourn the meeting. The business meeting adjourned at 10:45 a.m.