



BOARD OF DIRECTORS MEETING MINUTES
September 18, 2023 | 1:00 p.m. – 2:30 p.m.
In-Person: WTC – 401 E. Pratt Street, Baltimore, MD 21202
VIA CONFERENCE CALL
(US) + 1-401-371-3529 / PIN: 645 575 640#
Google Meets: meet.google.com/xny-yxrg-rzs

MEMBERS PRESENT

Aaron Tomarchio, Chair
Allyson Black
Gerald Jackson
Laura Van Eperen
Leon Bailey
Leonard Raley
Tom Sadowski

MEMBERS PRESENT “VIRTUALLY”

Senator Cheryl Kagan
Ali von Paris
Christine Brooks-Cropper
Capt. Eric Nielsen
Henry Fawell
Sila Alegret-Bartel

MEMBERS ABSENT

Delegate Kris Valderrama
Dionne Joyner-Weems

MMP STAFF

Sherrí Diehl, Interim Executive Director
Robert Scherr, Partnership Manager

COMMERCE STAFF

Lutisha Williams
Liz Fitzsimmons
Saundra Jones
Carolyn Hammock
Julie Miller
Maggie Whitecarver

I. CALL TO ORDER / ROLL CALL / WELCOME GUESTS

The meeting was called to order by Chair Aaron Tomarchio at 1:04 p.m. The Chair called the roll for attendance. Quorum was established.

II. UPDATE FROM COMMERCE DEPUTY SECRETARY SIGNE PRINGLE

Deputy Secretary Signe Pringle extended a “Thank You” to the MMP Board for all its efforts thus far. She spoke briefly about the new Maryland Economic Council (MEC) that the Moore/Miller Administration announced earlier this summer, which will be led by Will Castleberry. The purpose of the council is to look at the resources, policies, and programs of the different agencies and how they must work together to spur economic growth. She mentioned also that Commerce representative Julie Woepke will be staffing the Council if there are any specific questions. Julie mentioned that the MEC is looking into the rankings and with so many different metrics, they will begin to look closely at any necessary changes with the help of MMP. Executive Director Sherri Diehl added by stating that if they identify new economic trends, an industry niche or sub-sector that the Board should be focusing on – our strategy can adjust to take advantage of these new opportunities.

III. COMMERCE PRESENTATION ON ECONOMIC DEVELOPMENT – HEATHER GRAMM

Assistant Secretary Heather Gramm spoke to the MMP board about attraction data. The business and industry sector development has six units (Offices of Business Recruitment & Location Services, Regional Growth & Retention, Strategic Industries & Entrepreneurship, International Investment & Trade, Military & Federal Affairs & Finance Programs). The focus is on:

- Business Retention & Location services focuses on relationship-building with site selection consultants and end-user facility and real estate teams. Attends 14 conferences per year. And they focus on sector development in Aerospace, Clean Energy, Cybersecurity/ Quantum and Life Sciences in-state, nationally and internationally.
- Strategic Industries Attraction attends several specific conferences (BIO International, AdvaMed Med Tech, MedTech Innovator, RSA Cyber, DefCon/BlackHat Cyber, Quantum World Congress, Global Cyber Innovation Summit, AUVSI Xponential, AUVSI FAA Drone Symposium, Aerospace States Association, Business Network for Offshore Wind IPF and Startup Grind Global.
- International Investment & Trade has a dual purpose of marketing Maryland globally with target markets to UK, France, Germany, Japan and Canada and helping Maryland companies reach new international markets. Also, through the international office in Commerce – they were able to leverage additional funds to be applied to the Global Gateway Soft Landing Program.

Tom Sadowski commented as it relates to MEC regarding the rankings where a lot of progress was made in BIO Health. A question from Sen. Cheryl Kagan asking Ms. Gramm to expand on

how they are doing follow-up on the receptions, exhibits, sponsors, breakfast, etc. and what is the split the number of 400 at risk jobs? How do you identify and what is the split between recruiting new jobs versus retaining those that are already here? Ms. Gramm stated that at some of the shows they have badges that generate a contact list. Upon return from those shows, they do one-on-one follow-ups with those companies as well as email. As it relates to attractions/retention work is around companies that are considering expansion whether in-state or out-of-state. There is also a dedicated retention program at Commerce and there are business development reps for each county.

IV. ADMINISTRATIVE ITEMS

a. Approval of Minutes from June 23, 2023

Chair Tomarchio asked for any questions or comments regarding the minutes from June and a motion to approve. There were no questions or comments. Leon Bailey moved to approve the minutes. Gerald Jackson 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*): \$139,999
- \$400,000 from Commerce International Office (complete)

On the Expense Side (1st Quarter: July 2023 – September 2023):

- Total expenses for this FY24: \$566,364.00

FY2024 Planning Expenses:

- Media and creative plan \$2.2M
- Total projected FY2024 expenses \$2,555,870
- Total Remaining FY24 expenses \$1,989,505

MMP’s FY24 Current Balance: \$3,811,290

Projected Balance Year-End (FY24): \$2.3M (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. Tom Sadowski moved to approve the minutes. Leon Bailey 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 Kite Pharma, 20/20 Gene Systems, Cisco, Alertus, WBAL/Hearst Television, Orioles, JHTV, MCB Real Estate, Medifast, Think Systems and WellCheck.

Peterson Companies, Whiting-Turner, BGE and T. Rowe Price have all renewed their agreements with the MMP since the last board meeting (June 23, 2023).

Meeting with Interim Executive Director Sherri Diehl and members of the Executive Committee to discuss a more robust solicitation and fundraising strategy.

d. How to submit a business for promotion – Julie Miller, Commerce

Julie Miller indicated to the board that forms will be emailed to them to submit their best success stories. Looking for companies that have grown in Maryland or are Maryland champions.

V. ADVERTISING UPDATE AND FEEDBACK SESSION - PLANIT

The primary focus of the campaign is business attraction with the microsite campaign launch slated for January 2024. Regarding the workforce attraction with a two-prong approach to target in-state retention around colleges and out-of-state. Currently, in the fall – the focus is business attraction. Trevor from Planit asked for feedback from the board regarding the types of images they would use for advertising and marketing purposes.

VI. PR PROGRAM UPDATE – ABEL COMMUNICATION

Abel Communications provided a “Big Picture” update. They are 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. Also, she indicated that to continue to increase the awareness of Maryland as a business-friendly state for businesses as well as expanding efforts to include the workforce attractions.

VII. ADJOURNMENT

Chair Aaron Tomarchio extended a motion to adjourn the meeting. The business meeting adjourned at 3:00 p.m.