

Maryland Marketing Partnership Quarterly Board Meeting

September 24, 2024 | 9:30 a.m. – 12 Noon

IN-PERSON: 401 E. Pratt St., Baltimore, MD 21202, 17th Floor

***VIA CONFERENCE CALL* (US) + 636-306-2180 PIN: 931 712 897#**

Google Meet: meet.google.com/vvr-sfrp-qdc

Members Present:

Laura Van Eperen
Leon Bailey
Henry Fawell
Leonard Railey
Dionne Joyner-Weems

Members Present Virtually:

Senator Cheryl Kagan
Sila Alegret-Bartel
Ericka Covington
Ali von Paris
Shannon Prudhomme
Linda Thomas

Members Absent:

Allyson Black
Christine Brooks-Cropper
Gerald Jackson
Capt. Eric Nielsen
Delegate Kris Valderrama

MMP Staff:

Sherry Diehl, Executive Director
Robert Scherr, Director of Corporate Partnerships

Commerce Staff:

Carolyn Hammock
Saundra Jones
Julie Miller
Lutisha Smith
Maggie Whitescarver

I. WELCOME AND ROLL CALL

The meeting was called to order by Chair Laura Van Eperen at 9:56 am. Chair Van Eperen welcomed everyone to the fall meeting, thanking board members and partners for attending in-person and online. She asked everyone to identify themselves and provide an update on what they're working on currently.

II. COMMERCE UPDATE

Deputy Secretary Signe Pringle provided updates on the "Build Our Future" grant program and the MD Global Gateway program – highlighting the efforts to attract international companies to MD. Signe also mentioned the upcoming Five Star event in Cecil County.

Citations were issued to the following board members whose term of service has expired. They are:

Leonard Raley, Henry Fawell, Ali von Paris and Allyson Black

III. APPROVAL OF MINUTES FROM MARCH 26, 2024

- a. Leon Bailey moved to approve the minutes
- b. Leonard Raley seconded the motion

IV. FINANCIAL REPORT (Leon Bailey)

- On the Revenue Side:
 - o MMP Partner contributions paid in FY2025 (*to-date*): \$133,333
 - \$489,998 has been committed in FY2025
 - \$356,665 still to be collected
- On the Expense Side:
 - o Total expenses for FY2025 (*to-date*): \$1,116,660
 - Fall Media - \$891,135
 - Website - \$68,008
 - Campaign Creative: \$12,000
- Upcoming Expenses through FY2025
 - o Total Projected FY2025 expenses - \$2,491,131
 - Media Buy – Remainder of \$2,086,635
 - Other expenses include: Fundraising contractor, website, PR, firm, photos/video/music, receptions, and printing
- Projected Balance at the end of FY2025: \$2,625,580 (including revenue from MMP partners to be collected through FY2025).

Chair Van Eperen called for a motion to approve the financial report. Leonard Railey moved to approve the report. Henry Fawell seconded. No opposition. The financial report was approved.

V. COMMERCE STRATEGIC PLANNING UPDATE

Jerel Registre provided an overview of the Economic Development Strategic Plan highlighting phase I, including the selection of subsectors and the development of a framework for actionable initiatives. The plan focuses on target sectors, strategic clusters, and the innovation pipeline, with a goal of creating more focus within economic development efforts. Some initiatives being discussed include ecosystem building, a statewide idea challenge and the creation of a commercialization unit within Commerce. The plan also emphasizes the importance of leveraging federal funding and creating talent advantage through workforce development and entrepreneurship support.

VI. PR PROGRAM UPDATE – Abel Communications

Abel Communications team presented updates on media coverage, including bi-monthly press releases, monthly insights blog series, and urban media efforts. The team has secured significant media coverage, including a cover story in Business Facilities and an article in Business View Magazine. The team is also working on building relationships with high-profile outlets such as CNBC and WSJ to cover MD's data center attraction efforts. The team also discussed the use of social media and influencer outreach to increase the reach and impact of their efforts.

VII. FUNDRAISING UPDATES

The board discussed the importance of securing large institutional partners to support the strategic plan and increase funding overall. The board is encouraged to reach out to potential partners and share contacts to facilitate introduction and partnerships. Robert Scherr is asking board members to assist with making connections with businesses to become partners in order to increase MMP's revenue.

VIII. ADJOURNMENT

The meeting adjourned at 11:35 a.m.

Next Meeting (December 9th 10:00 – 11:30 am) – Location TBD