



Wednesday, March 1, 2017
10 Light Street, 22nd Floor Community Room, Baltimore
12:00pm – 2:00pm
Minutes

Commission Members in attendance:

Anirban Basu	MEDC Chairman, Sage Policy Group
Marty Brunk	MEDC Vice-Chair, RSM
Ken Banks	Banks Contracting Company, Inc.
Jim Brady	Dunbar Armored
Ed Coleman	CIOX Health
Annemarie Dickerson	Francis Scott Key Family Resort
Julie Lenzer	UM Ventures
Laura Neuman	Former Anne Arundel County Executive
Elizabeth Rendón-Sherman (call)	LG-TEK
A. Nayab Siddiqui	Scientific Systems & Software International, Inc.
Brenda Smith (call)	The Greater Cumberland Committee
Robert Wallace	BITHGROUP Technologies
J. Blacklock Wills, Jr.	The Wills Group
Dr. Margaret Wood	WOOD Consulting Services, Inc.

Ex-Officio Members:

Robert Brennan	Maryland Economic Development Corporation (MEDCO)
Secretary R. Michael Gill	Department of Commerce
Secretary Kelly Schulz (call)	Department of Labor, Licensing and Regulation (DLLR)
John Wasilisin	Maryland Technology Development Corporation (TEDCO)

Guests:

Catherine Pugh	Mayor, City of Baltimore
Colin Tarbert	Deputy Mayor, City of Baltimore
Jim Smith	Chief of Strategic Alliances, City of Baltimore City of Baltimore
Mark Dennis	Office of the Mayor, City of Baltimore
Cary Euwer	Metropolitan Partnership, Ltd.
Bill Cole	President, Baltimore Development Corporation

Kimberly Clark	Executive Vice President, Baltimore Development Corporation
Aaron Moore	Greater Baltimore Committee
Linda Gilmore	DLLR

Commerce Staff:

Ben Wu	Deputy Secretary/Chief Operating Officer (COO)
Brady Walker	Special Assistant to the Secretary
Julie Woepke	MEDC Executive Director
Greg Derwart	Managing Director, Administration and Customer Experience
Sherri Diehl	Marketing Director, Marketing and Communications
Jayson Knott	Senior Director, Business and Industry Sector Development
Nancy McCrea	Director of Research, Policy, Research and Government Affairs
Chelshie Caizzi	Executive Associate, Office of the Secretary

Agenda

I. Call to Order

Chairman Basu called the meeting to order, welcomed attendees and guests and thanked Cary Euwer, CEO of Metropolitan Partnership, Ltd. for hosting the meeting. Mr. Euwer gave a brief description of the transformation of the building to apartments and its amenities that has attracted a young population into the Central Business District.

II. Review and Acceptance of December 2, 2016 Minutes

Upon motion duly made and seconded, the minutes of the December 2, 2016 meeting were approved.

III. City of Baltimore Economic Development Priorities

Mayor Catherine Pugh thanked the Commission for holding the meeting in the City and acknowledged the partnership and support with the State and Secretary Gill. After presenting her background, Mayor Pugh described the challenge of preparing and finding employment for 76,000 unemployed residents through various programs including the deployment of mobile units to access information, complete applications, training and job preparation. She explained major focuses of her administration will be addressing homelessness; youth internships and the engagement of industry to give students on-the-job experiences; transportation solutions; substance abuse, particularly heroin; growing tax incentives to attract industry and investments; public safety; and investment into Pimlico Race Course.

Mayor Pugh took questions from the Commission and discussed minimum wage; training for developmentally disabled; rebranding of the city; placing citizens on trial boards and public safety education. She welcomed Commissioners to become involved in the transformation of Baltimore.

IV. Baltimore Development Corporation (BDC) Project Updates

Mr. Bill Cole, President of BDC gave a brief overview of the organization and its relationship to the City highlighting the key economic drivers. He stated the key industry sectors in the City are financial and professional services, health and bioscience technology, arts, culture and tourism, information and creative services, logistics and advanced manufacturing.

Mr. Cole provided updates on three (3) major projects, several projects under construction and several in the pipeline. He then described several catalysts for economic activity that included the Enterprise Zone Program, Central West Baltimore Focus Area, and the Food Desert Incentive Area Personal Property Tax Credit. Mr. Cole discussed several challenges related to transportation, transit and employment hubs and the need for ongoing partnership with the State for improvements to transit routes and service.

Discussion occurred with the Commissioners on the importance of promoting arts and culture in the City to spur economic activity; the need to provide small and minority businesses opportunities to contract on large development projects and with employers; progress on improvements to the Howard Street tunnel and five (5) other bridges; and increase of activity due in part to energy from the new Mayor. (Presentation on file.)

V. Commerce Department Update

Secretary Mike Gill addressed the Commission and expressed his appreciation for all that have participated in the legislative process. He stated the Strategic Plan Progress Report reflects that while the State is experiencing increases in job numbers, businesses and investment, there are legislative actions needed to continue the momentum and remain competitive. He explained that the Department, in reflecting on its progress since the Strategic Plan was adopted by the Commission in February, 2016, developed its first scorecard on the Department as a whole which will be discussed in more detail by Deputy Secretary Ben Wu. He concluded by sharing the February 28, 2017 press release from U.S. News and World Report on its inaugural “Best States” ranking that placed Maryland #8 of the best states to live in. (Secretary Gill departed the meeting to testify on Departmental legislation before a House Committee.)

a. Maryland Marketing Partnership (MMP) Update

Ms. Sherri Diehl, Director of Marketing provided an update on the activity of the MMP. She explained that the Partnership is in the final stages of a brand and campaign selection. Once approved by the Governor and MMP, the campaign will be rolled out sometime this spring. She reported that a firm had been hired to establish a baseline of Maryland’s business perception which will be used to evaluate the effectiveness of the campaign. Ms. Diehl reported that the MMP had contracted with a development professional, secured \$1.6 million from corporations

and growing. She then highlighted the upcoming Governor's Business Summit scheduled for May 18, 2017 with a theme of Transforming Corporate Culture.

Discussion occurred with Commissioners on the purpose of the Summit, anticipated outcomes, expected audience, and inclusion of employees, (not just employers) in the perception baseline collection.

b. Business Development

Mr. Jayson Knott, Senior Director, Business Development presented recent wins since the Commission's December meeting which included the Amazon distribution center in Cecil County; HMS Host headquarters retention; NAMMO manufacturing and research and development in Charles County; EVAPCO manufacturing expansion in Carroll County; and cited 23 additional companies who added between 25-100 new jobs statewide. He referenced a pending banking and finance operations center.

Deputy Secretary Ben Wu provided an update on the Federal Bureau of Investigation (FBI) headquarters relocation. He stated the Department remains in close contact with the General Services Administration (GSA), and continues coordination with State Agencies, Prince George's County, property owners and developers. He stated that GSA is due to present a location recommendation in mid-March.

Mr. Knott provided an update on the Tradepoint Atlantic Project in Baltimore County and highlights from the recent RSA Cyber Conference which engaged Commerce's Offices of Business Development, International, Regional Development and Communications. He stated the RSA conference has led to four (4) companies scheduling tours of Maryland for a location. He concluded by presenting the increase in new and retained jobs over same period last year; pipeline of new and retained jobs; business meetings to date; and the progress of the Platinum 500 Program.

Discussion occurred with Commissioners on the involvement of Regional Representatives with local County Economic Developers when meeting with companies and the selection of the Platinum 500 companies.

c. Customer Service

Mr. Greg Derwart, Managing Director, Administration and Customer Experience presented the progress of the Governor's Initiative to provide excellent customer service throughout State Agencies. He stated several measurements have been implemented including an online survey and additional forms such as phone, text and mystery shoppers are being considered. Online training is now available and a Request For Proposal (RFP) will be released soliciting customer service training consultants. (RFP was released later that day.) He added that an online portal has been developed to share information and best practices among statewide customer service liaisons who also will meet bi-annually.

d. Legislative Update

Brady Walker, Special Assistant, Office of the Secretary, provided the status of several legislative initiatives including the Department's operating budget, finance programs, tax credits, and tourism and arts budget. He reviewed Governor Hogan's bills: More Jobs for Maryland Act and the Cyber Tax Credit which support job growth and investment. Mr. Walker then reviewed Commerce Bills which reflect recommendations from the Commission's Strategic Plan. (Presentations on file.)

VI. MEDC Subcommittee Reports

Mr. Ed Coleman, Chair, Rankings and Research Subcommittee reported that the Subcommittee met in January to review the scorecard and discuss categories most important to track progress. The Subcommittee concluded that the categories and associated rankings and ratings to track are: workforce – jobs and wages; education and innovation; quality of life, infrastructure, taxes and regulations. He added that the Commission should also be tracking the number of private sector jobs vs public sector jobs and lowering the unemployment rate in rural areas and Baltimore City. Mr. Coleman stated a revised scorecard is being developed with Commerce staff and will be presented at the next meeting.

VII. Strategic Plan Progress Report

Deputy Secretary and COO Ben Wu presented the draft Progress Report of the Strategic Plan. Since its adoption by the Commission in February of 2016, the Department has aggressively implemented the plan as a roadmap impacting organizational structure, legislative agenda, programmatic initiatives, budget priorities and personnel. Mr. Wu referenced the first Departmental evaluation of its progress in the form of a scorecard. While the Department has made progress in many areas, he stated that two (2) targeted industries – energy and environment and professional and financial services initiatives are in the early stages. Mr. Wu requested the Commission to review the draft Report and scorecard and provide input before it is finalized.

VIII. Featured Commissioners

Commissioner Julie Lenzer presented her background.

IX. Future Meeting Dates – 2017

Chairman Basu announced the next meetings will be held May 9th, August 1st, and November 7th.

X. Adjournment

There being no further business and upon motion duly made and seconded, the meeting was adjourned at 2:20pm.