

Maryland Marketing Partnership Board of Directors
Meeting Minutes
October 25, 2016

Board members in attendance:

Henry Fawell
Julie Garner
Secretary Mike Gill, Chairman
The Honorable Cheryl Kagan
Ammanuel Moore
Leonard Raley
Tom Sadowski
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
The Honorable Kris Valderrama
Laura Van Eperen

Board members absent:

Keasha Haythe
Capt. Eric Nielsen
David Rodich
Josh Martin
Paul Nolan

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams
Carolyn O'Keefe

Guests in attendance from HZDG:

Brigitte Connell
Tracy Giesler
Katie Hooper
Maria Kimball
Aaron Mushro
Ron Thompson

MEETING COMMENCEMENT

Following a briefing by Milt and Jon Peterson of The Peterson Companies, the meeting began at 1:34 p.m. in the Conference Room of National Harbor, 165 Waterfront Street – National Harbor, MD 20745

I. Call to Order

Allison Mayer opened the meeting and introduced the Partnership's creative agency, HZDG, based in Rockville, Maryland. HZ was engaged to develop an overall brand for Maryland as a place to live and work as well as a business-specific marketing campaign.

Katie Hooper and Brigitte Connell outlined HZ's immersion process, including early insights achieved through discussions with Commerce staff and various stakeholders. Additional meetings and interviews with business owners and site selectors were being scheduled to learn as much as possible about the state of the current brand and perception of Maryland for business.

HZ engaged the Board in a discussion around their own perceptions, goals of the new branding campaign, and target audiences. This information would help shape their process, which ultimately would lead to a positioning statement for Maryland followed by creative concepts.

IX. Adjournment

Noting that the meeting was scheduled to adjourn at 3:30 p.m., Ms. Mayer asked for general consensus among the Board that business items be deferred to a conference call meeting. Mr. Stephens moved to adjourn the meeting and Ms. Sweeney seconded. The business meeting adjourned at 3:22 p.m.