BOARD OF DIRECTORS MEETING MINUTES
December 9, 2024 | 9:00 a.m. – 11:30 a.m.
In-Person: 8160 Maple Lawn Blvd; Suite 100 – Fulton, MD

MEMBERS' PRESENT
Laura Van Eperen, Chair
Kevin Anderson, Secretary of Commerce
Leon Bailey
Christine Brooks-Cropper
Ericka Covington
Shannon Prudhomme
Dionne Joyner-Weems

MEMBERS PRESENT "VIRTUALLY"
Sila Alegret-Bartel
Capt. Eric Nielsen

MEMBERS ABSENT
Ali von Paris
Linda Thomas
Sen. Cheryl Kagan
Delegate Kris Valderrama

MMP STAFF
Sherri Diehl, Interim Executive Director
Robert Scherr, Partnership Manager

COMMERCE STAFF
Lutisha Williams
Liz Fitzsimmons
Saundra Jones
Carolyn Hammock
Julie Miller
Maggie Whitescarver

I. CALL TO ORDER / ROLL CALL / WELCOME GUESTS

The meeting was called to order by Chair Laura Van Eperen at 9:56 a.m. Chair Van Eperen welcomed everyone to the Holiday Networking Brunch meeting, thanked the partners and the host, St. John Properties. Quorum was established.

II. ST. JOHN PROPERTIES WELCOME

Brett Foelber explains the vertical integration of St. John Properties, handling all aspects of real estate in-house. Maple Lawn is described as a 605-acre mixed-use development with retail, residential, and commercial spaces. Maple Lawn includes five flex buildings and over 1.3 million square feet of office space with 1300 residents living in the area.

III. COMMERCE UPDATE – SECRETARY KEVIN ANDERSON

Secretary Anderson thanked partners and highlights the contributions of St. John Properties as one of MMP's partners. He also provided and updated the state's budget situation, mentioning a multi-billion imbalance. There was emphasis made on the need to grow the economy and the challenges of flat GDP and high tax barriers. The importance of investing in the economy to create growth and scale is stressed. Secy Anderson also talked about the Maryland Economic Council report and recommendations for economic growth and the evolution of economic development agencies in Maryland are highlighted, including the creation of the Department of Commerce.

Secy Anderson mentioned the appointment of Seven Rice as the Deputy Secretary for Business Attraction and Special Projects is announced. The focus on creating a strategic plan to align resources and opportunities for economic growth is emphasized. As it relates to the Marketing Partnership and legislative needs, Secy Anderson emphasized the importance of marketing Maryland's assets and the role of the MMP. The need for a strategic plan to focus on lighthouse sectors and innovation pipeline is discussed. The Secy of Commerce encourages the partnership to help tell Maryland's story and attract investments. The importance of legislative support and the need for a real-time briefing on legislative sessions is mentioned.

IV. APPROVAL OF MINUTES FROM MARCH 2024

Chair Van Eperen called for a motion to approve the minutes. Leon Bailey moved to approve. Dionne Joyner-Weems seconded the motion. The minutes were approved and accepted. No opposition.

IV. FINANCIAL REPORT (Leon Bailey, Treasurer)

Leon Bailey presents the financial report, highlighting market partner contributions, expenses and projected expenses. This financial report exhibits the financial performance from partner contributions and State appropriations. It also covers FY25 *(to-date)* fiscal highlights and expenses paid as well as anticipated expenses through June 2025.

Chair Van Eperen asked for any questions or comments regarding the financial report and a motion to approve. There were no questions or comments. Shannon Prudhomme moved to approve the financial report. Sila Alegret-Bartel second. No opposition. Financial report approved and accepted.

V. ADVERTISING UPDATE - PLANIT

Planit representative expressed that the fall campaign's performance is discussed – showing 50% drop-off improvements in click-through rates and conversion rates. The introduction of Microsoft ads and the success of Google's P Max campaign are noted. The focus on LinkedIn and the use of case studies to drive engagement and conversion are highlighted.

VI. PR PROGRAM UPDATE – ABEL COMMUNICATION

Abel Communications provides an update on media attraction efforts, including own media and earned media highlights. The success of the social influencer campaign with Salisbury Transparent Street is discussed, showing strong engagement and positive feedback. The focus on leveraging channels with wide reach, such as podcasts and social media is emphasized. The importance of coordinating messaging and focusing on specific industries and stakeholders is highlighted.

CLOSING REMARKS AND NETWORKING

Chair Van Eperen thanked everyone for their participation and contributions. She expressed the importance of continued collaboration and support for the state's economic growth is reiterated.

VII. ADJOURNMENT

The meeting adjourned at 10:00 a.m. Next meeting scheduled for March 3, 2025 | 10:00 – 11:30 a.m. at the World Trade Center, 401 E. Pratt Street – Baltimore, MD.