BOARD OF DIRECTORS MEETING MINUTES
December 11, 2025 | 10:00 a.m. – 11:30 a.m.
VIRTUAL: meet.google.com/hbd-qvia-veq

MEMBERS VIRTUAL
Laura Van Eperen, Chair
Leon Bailey
Sila Alegret-Bartel
Ericka Covington
Bret Foelber
Eric Nielsen
Jeff Nussbaum
Ali von Paris
Shannon Prudhomme
Shelonda Stokes
Linda Thornton Thomas
Dionne Joyner-Weems
Micha Weinblatt

MEMBERS ABSENT
Senator Cheryl Kagan
Delegate Kris Valderrama

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

COMMERCE STAFF
Lutisha Smith
Saundra Jones
Carolyn Hammock
Maggie Whitescarver

I. ROLL CALL

The meeting was called to order by Chair, Laura Van Eperen at 10:00 a.m. Quorum was established. The chair welcomed everyone who attended the meeting and introduced Aisha Booker to share information about SelectUSA.

II. Select USA Event Briefing: Commerce International Team

Aisha Booker provided a brief introduction of herself and professional background and discussed the upcoming Select USA Summit in May at the National Harbor. The Maryland Department of Commerce will be organizing a spin-off event that will take place preceding the Select USA Summit slated for April 30th through May 1st that will attract investors from around the world, which would be a perfect opportunity to host an MMP Networking event.

III. ADVERTISING RECAP (Planit)

Planit offered a few major highlights from this flight – starting with the business attraction campaign, in which a bit of refinement of the paid search strategy this fall was conducted. In September, Planit placed greater focus on two key audiences– commercial real estate and private equities. By the end of November, a stronger performance was noted. In addition to the broader, general business attraction efforts, dedicated campaigns were run for aerospace, BIO and quantum. All three industries saw really strong engagement performing essentially at our typical baseline or within a couple of points of it, but quantum was driving the bulk of the traffic from all of those campaigns.

IV. PR (Abel Communications)

Abel Communicated provided earned media highlights in the past quarter starting with a national hit in which featured the story of how and why Courtney Turners, a first-time homeowner, moved to Baltimore from Tulsa, OK. She sings Baltimore praises to anyone who will listen and cites the state's home buying incentives to purchase her first home. Another exciting piece was the op-ed from Secretary Coker's point of view that details Maryland support for veterans, veteran-owned business and veteran entrepreneurs.

V. FUNDRAISING UPDATE

Rob mentioned that he is working on a couple of things in which he will be moving forward in setting up regular meetings with the partners to ensure consistent communication. His plan is to attend more of the partners' events in an effort to show MMP's commitment. He expressed that he is in the process of investigating potential events over the course of the calendar year.

VI. MINUTES APPROVAL

Chair Laura Van Eperen asked for a motion to approve the minutes. Leon Bailey approved, and Ericka Covington seconded.

VII. FINANCIAL REPORT

On the revenue side: MMP partner contributions paid in FY2026 to-date is $160,000

- $223,332 has been committed in FY2026
- $101,666 still to be collected

On the expense side: Total expenses for this FY2026 to date is $1,069,789

- Fall Media - $1,000,277
- Website - $4,513
- Contractors, Creative, PR, etc. - $63,980

Upcoming expenses through FY2026 total projected FY26 expenses are $2,162,387

- Remaining expenses included: Spring media buy, fundraising contractor, website, PR firm, photos/video/music, receptions, and printing.

Projected balance at the end of FY26: $3.1M (includes revenue from partners to be collected through FY2026.

VIII. NEW EXECUTIVE COMMITTEE VOTING

Chair Laura Van Eperen mentioned to the board that she is stepping aside as the chair and Leon Bailey is the nominated chair. Below are the new slate of executive officers to be voted upon:

- Chair: Leon Bailey
- Secretary: Brett Foelber
- Treasurer: Erica Covington

Chair Eperen asked for a motion to approve the new slate of officers. Jeff Nusbaum moved and Micha Weinblatt seconded. Vote accepted.

IX. WORKING SESSION

Leon Bailey and Dionne Joyner-Weems mentioned raising MMP's profile through the BBJ event which is a small group using a panel format or speaker format in which they handle the logistics around it and at a minimum of $30,000 to do the event that will not be a fundraising opportunity but a profile raising opportunity. To then work with Aisha Booker surrounding Select USA in an effort to partner with the partnership and make this more of an invest in Maryland opportunity.

X. ADJOURNMENT

The meeting ended at 10:30 a.m. Next meeting scheduled for March 10, 2026.