

ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
6/3/15

PRESENT

Mike Ratchford (W.L. Gore & Associates), Dr. D'Ette Devine (CCPS), Dr. Mary Bolt (Cecil College), Mike Lara (Orbital ATK), Mike Travers (Cecil Dance Center), Denise Davis (CCPL), Norman Gaither (NorArk Executive Group), Linda Burris (Delmarva Power), Bruce England (SWN), Dan Schneckeburger (County Council), Danny De Marinis (URP), Rupert Rosetti (Citizen), Jeanne Minner (Town of Elkton), Lisa Webb (Director of Economic Development), Joanne Richart-Young (Ag Coordinator), Robin Mccann (Administrative Assistant), Jim Ford (SBDC), Sandy Turner (Tourism Coordinator) Bonnie Grady (Cecil Chamber), Alan Sexton (SWN), Susan O'Neill (Economic Development Manager).

ABSENT

Lauren Johnsky (APG), Dr. Ken Lewis (UHCC), Bob Palsgrove (WSFS), Walter Buck (Citizen), Paula Gilley (Citizen), Woody Jackson (Citizen), Grove Miller (Citizen), Doris Mason (USRC), Joanne Dawson (Fairwinds), Scott Holland (i-lighting), Jason Zang (Economic Development).

GUESTS

Cheryl Mattix (Cecil Whig), Carl Roberts (Chamber Government Relations), Scott Flanigan (DPW), Tammy Edwards (DBED), Mie Mie Strickler (Citizen), Stephanie Palko (Cecil Guardian), Dr. Jeff Lawson (CCPS), Karen Holt (Harford County Economic Development), AL Wein (Cecil County Administrator), Amy Wallace (SBDC), Scott Mesneak (Cecil County IT), Joe DiNunzio (Artesian Water).

Call to Order & Welcome

Mike Ratchford called the meeting to order at 8:00am. The Meeting Minutes for May 15, 2015 were approved.

Chairman's Report

Chairman Mike Ratchford discussed the following:

- EDC Members' term expiration;
- Summer schedule for Minutes Meetings;
- Introduced Norman Gaither (NorArk Executive Group).

Norman Gaither gave a brief overview of the Cecil County Incubator Feasibility Study, then proceeded to introduce Gary Evans and David Lohr.

Cecil County Incubator Feasibility Study Presentation by Gary Evans & David Lohr - Axcel Innovations

Phase 1:

- Economic Context
- Demand Assessment
- Economic Development purpose

- Market Analysis Report
- Performance Metrics
- Conclusions & recommendations

Business Incubator Requirements:

- Demand
- Capacity (Potential Scale)
- Leadership
- Community Support
- Resources (Financial, Physical, Human)

Ecosystem:

- Support programs
- Workforce
- Finance Infrastructure
- Culture of Innovation
- Government/ Regulating environment
- Leadership Networks
- Physical Infrastructure.
- Existing Company Base

The Entrepreneurial Process:

- *Committed*- Have begun the implementation of their plan, forming a company, and committing substantial time and resource to its development
- *Active*- Have taken action to research one or more ideas and develop a plan in some form to progress one or more of them, potentially having brought others into the process
- *Aspiring*- Have identified one or more ideas that they would be interested in developing further but are not proactively pursuing them
- *Nascent*- Interested in the idea of being involved in an entrepreneurial venture but without any specific plan

Overall Demand Assessment:

- Who will clients be?
- Where will they come from?
- Industries
- Stakeholders
- What do they need/want?
- How many?
- Sustainable?
- Demand stimulation
- Competition
- Scale

Phase 2:

Business Plan:

- Legal Structure
- Governance
- Management
- Facilities/ Operational Resources
- Services
- Marketing plan
- Staffing
- Financial model
- Performance Metrics

Conclusion:

Mike Ratchford gives thanks to EDC Members for the Volunteer of the Year Award. He then reminds members to attend the Cecil County Fair in July, that there will be no meeting in August, and September meeting is TBD.

Director's Report

- Meeting with several prospects re: Bainbridge
- Participated in the Regional Additive Manufacturing Symposium
- Coordinating a Business Awards event with Chamber
- Met with two mayors to discuss economic development activities
- Attended the Wedding Guide kickoff event
- Attended SWN's Cecil County Job Fair
- Attended the ICSC Retail Convention
- Toured the Port of Baltimore
- Toured the Gore Facility at 100 Chesapeake Blvd
- Preparing for the Broker Tour Event
- Discussed opportunity for USRC's preparation of CEDS
- Attended the CLI 2015 Banquet
- Attended infrastructure meetings for several projects
- Working on Canton Rail for briefing to board

Economic Development Manager

- Attended the Regional Additive Manufacturing Partnership (RAMP-MD) Symposium
- Toured the Port of Baltimore
- Toured the vacant Gore Facility at 100 Chesapeake Blvd
- Continue working on the Broker Tour Event
- Attended the CLI 2015 Banquet
- Attended infrastructure meeting for an active prospect
- Volunteered for Cecil County Chamber Golf Outing
- Attended IEDC class on Credit Analysis
- Hosted a prospect on a site tour

- Closed out 2nd WTPP grant
- Processed two WTPP grants
- Met with existing business in expansion plans
- Attended partner organization meetings: CBRP, SWN Business Engagement Committee, Cecil Chamber Board

Agriculture Coordinator

- Cecil County Farmers' Market – North East has opened for 2015 Season.
- Newest vineyard/winery, Chateau Bu-De opened with wine tasting on Saturday, May 23rd.
- Farm visits included Rumbleway Farm, Woodstock Farm, and Sham Felek Arabian Horse Farm
- Follow up with local beef producer
- Coordinated Workshop- Beer, Wine, and Spirits to be held Tuesday, June 9th, 6:30 to 8:30p.m.
- Assisted Maryland Horse Industry Board with their awards and presentation, at the Fair Hill Races.
- Gave the Maryland Secretary of Agriculture a tour of Fair Hill
- Attended Shore Planning & Economic Development meeting in Chestertown
- Coordinating grant assistance to Galvinell Meat Company with TEDCO and MARBIDCO

Tourism Coordinator

- May was proclaimed Tourism Month by towns and county
- Had a booth at Fair Hill Races
- Launched first Wedding Destination Guide
- Participated in workshop for Maryland Tourism's marketing plan
- Bassmaster Management Team meeting weekly
- Overall Bassmaster Elite planning: DES/MEMA Emergency Plan; Festival Committee; Public safety & emergency planning; Sponsorship & Grant Family activities; Marketing
- SMI marketing review and planning for Phase 2

Economic Development Coordinator

- Attended Regional Additive Manufacturing Partnership (RAMP-MD) Symposium
- Met with several regional commercial real estate firms to discuss County assets and prospect activity
- Attended Bassmaster Festival Committee Meeting
- Volunteered with Cecil County Chamber Golf Outing and SWN Job Fair
- Secured letters of support for possible USDA grant (Bassmaster)
- Delivered advertisement and editorial to publication showcasing Cecil County's strong manufacturing industry
- Participated in EAGB Regional Marketing Task Force
- Toured the Port of Baltimore
- Collaborated with commercial real estate firm to market asset in Cecil County

- Continued to work on CGI video project, and began setting up appointments with local organizations to host photo/video shoots
- Graduated from Cecil Leadership Institute
- Hosted a prospect on site tour
- Updated social media outlets regularly
- Began work on June 2015 OED Newsletter

Summary

The report & presentation will be made available via OED website.

Adjournment

Chairman Mike Ratchford adjourned the meeting at 9:30am.

Respectfully Submitted,

Jenna Koenig
Office Assistant