# ECONOMIC DEVELOPMENT COMMISSION
## MEETING MINUTES
## 4/2/14

**PRESENT:**

Michael Ratchford (Chairman), Dr. Stephen Pannill (Cecil College President), Dr. Robert Gell (Charlestown Commissioner), Dr. D'Ette Devine (CCPS), Norman Gaither (NorArk Executive Group), Rupert Rossetti (Citizen), Doreen Smith (Town of Perryville), Robert Palsgrove (Columbia Bank), Mayor Robert Fisher (Town of Rising Sun), Bruce England (SWN), Danny DeMarinis (University Research Park), Jeanne Miner (Town of Elkton), Dr. Ken Lewis (Union Hospital), Dr. Alan McCarthy (Council Vice President), Mie Mie Strickler (China Investor).

**STAFF:**  Director Lisa Webb, Joanne Richart-Young, Robin McCann, Sandy Turner, Jason Zang.

**ABSENT:**

Mayor Dean Geracimos (Town of Chesapeake City), Andrew Jodlbauer (Jodlbauer's Furniture), JoAnn Dawson (Fairwinds Farm), Mayor Robert McKnight (Town of North East), Mayor Wayne Tome (Town of Port Deposit), Mayor Joseph Zang (Town of Cecilton), Chick Hamm (PNC Bank), Denise Davis (CCPL), Paula Gilley (Mason Dixon Realty), Mike Travers (Cecil Dance Center), Bill Kilby (Kilby Cream), Susan O'Neill (Economic Development), Sharon Pelham (SBDTC).

**GUESTS:**

Stephanie Palko (Guardian), Vince Fiorelli (Chesapeake Utilities), Alan Sexton (SWN), Cheryl Mattix (Cecil Whig), Matthew Stewart (American Home Energy Corporation).

**Call to Order & Welcome**

Mike Ratchford called the meeting to order at 8:00 am.  The Meeting Minutes for March 5, 2014 were approved as e-mailed.

**Chairman's Report**

Chairman Mike Ratchford provided an update on HB1060 and FY15 Budget.  He also congratulated Dr. D'Ette Devine on receiving the Athena Award.

He reminded the Economic Development Committee members to complete their Cecil County Government Ethics forms.

**2014 Union Hospital Update**

Dr. Ken Lewis provided an update on the following:

- Hospital facts/figures.
- Economic impact.
- Major transitions in HealthCare.
- Improving patient experience care, health populations, and reducing per capita cost (quality, satisfaction, and access).

Maryland Medicare Waiver

- Reduce Medicare spending.
- Reduce hospital acquired conditions.

- Reduce hospital rate of growth of spending.
- Move away from fee for services.

Union Hospital Response
- Total patient revenue methodology.
- Investment in information technology.
- Affiliations to better coordinate care.
- Enhance focus on quality/cost savings by adopting a LEAN methodology.
- Care management.
- Ambulatory and regional focus.
- New business models with payers.
- Wellness and prevention – fitness center

Recent Results
- Delmarva award.
- Pathway to excellence.
- 2.5 million dollar in validated savings in last two years.
- Maintenance of A3 bond rating and solid financial position.

## Director's Report
Director Lisa Webb reported on the following:
1. Presented the department's FY15 budget to the County Council.
2. In the process of drafting the Bond Rating Presentation.
3. Successful development of the Additive Manufacturing Bill (HB1060) approved through the House, favorable through Senate.
4. Fast Track approval for ODEC's Wildcat Project, preliminary meeting held USRC Business Meeting for Directors.
5. Participated in NMTC planning.
6. Broadband Task Force update.
7. Attended the Army Alliance luncheon.
8. Provided an update to State representatives.
9. Provided an update to EAGB members.
10. Participated in China prospect discussions.
11. Attended the Federal Forum in Washington, DC.
12. Attended the VLT Local Development Committee Meeting.
13. Attended the SWN WIB Meeting.

## Departmental Update
Economic Development Manager Susan O'Neill reported on the following:
1. Attended four Cecil Leadership classes.
2. Participated in Cecil County Chamber event, Perryville Chamber, and North East Chamber monthly meetings.
3. Attended Elkton Alliance.
4. Continue working with prospect (a cyber security start-up business).
5. Toured Triumph Industrial Park with DBED and MEP representatives.
6. Visited four businesses for the Cecil Business First Initiative.
7. Hosted a workshop for small businesses and the Affordable Healthcare Act.

8. Continue working with prospect on funding.
9. Prepared a draft RFP for Incubator Study.
10. Attended a Business Engagement Committee Meeting.
11. Attended Cecil County Work Session regarding Harbor Rock.

## Agriculture Update

Joanne Richart-Young reported on the following:

1. Fourth annual Annie's Class graduation was on Wednesday, March 26th with six participants.
2. Participated in the Annual Farmers' Market Managers meeting in Annapolis.
3. North East Farmers' Market is scheduled to begin on Friday, May 9th thru Friday, October 31st from 2:00 – 6:00 pm.
4. Reschedule USRC Media Workshop for the new Harvest Directory.
5. Prepared and coordinated Ag Week Proclamation Presentation for the County Executive and County Council at the Legislative Session, National Ag Day is Tuesday, March 25th.
6. Assisted with Coordinating the Cecil County Farm Bureau Annual Banquet. Also attended the banquet.
7. Assisted with Coordinating the MPT filming at Warwick Mushroom Farm on April 3rd.
8. Received an update by the new owners of the Bohemia Manor Farm. Between 8-9 acres will be planted with 14,000 plus vines known as Chateau Bu-De.
9. Turkey Point Vineyard will be opening a tasting room beginning May 2014 on Main Street, North East, Maryland.

## Tourism Update

Sandy Turner reported on the following:

- Had a booth at Pennsylvania Bus Association Show and Maryland Motor Coach Association.
- Held the first Bassmaster Elite Proposal Committee Meeting.
- Working on the spring and summer marketing radio ads, print ads, etc.
- Involved with new statewide committee – SMI – Sportsmen's Marketing Initiative.
- Over 50 people attended the Tourism Partner Appreciation Breakfast. Award winners were as follows:

  Economic Impact Award – Cecil County Fair
  Tourism Project of the Year – Fair Hill International
  Tourism Business of the Year – Kilby Cream
  Tourism Partners of the Year – WXCY and Dove Valley Winery
  County Executive and County Council Tourism Award – Vanessa Brown, PNC Bank
  Tourism Volunteer of the Year – Rupert Rossetti

## ED Coordinator Update

1. Gathered and organized data for County's Bond Rating Report.
2. Assisted small businesses with a PowerPoint presentation for Maryland's InvestMaryland application.
3. Secured ad space and assisted with advertisement specifics in Business Facilities and Site Selection magazine.
4. Represented Cecil County OED at Perryville and North East Chamber Luncheons.
5. Visited businesses in Triumph Industrial Park with OED, DBED, MEP representatives.
6. Assisted with set-up of Cecil Business First Healthcare workshop at Cecil College.
7. Assisted an existing business with a search for Cecil County sites in order to meet their expansion needs.
8. Updated social media outlets to reflect upcoming events.
9. Competed and proofread Office of Economic Development Newsletter for April 2014.

**Subcommittee Reports**

**Education/Workforce** – Denise Davis was absent.

**Technology** – Norman Gaither reported that his team has not met since their last meeting, however, they submitted the EARN Grant, which will bring technology to the County.

**Land Use** – Rupert Rosseti reported on the following:

- Ag/Tourism meeting at Kilby Cream Farm regarding the potential site for bus tours.
- Progress of the growth corridor.

**Finance** – Chick Hamm was absent.

**Communications** – JoAnn Dawson was absent.

Dr. Pannill invited the EDC Committee to join him for the Grand Opening of the new Engineering & Math Building at Cecil College on Wednesday, October 8, 2014.

Dr. D'Ette Devine invited the EDC Committee to attend the 25th Anniversary Celebration of BEPAC on Friday, April 11th at the Chesapeake Inn, 6:00 pm.

**Adjournment**

Mike Ratchford adjourned the meeting at 9:10 am. The next regular meeting will be held on Wednesday, May 7, 2014 at 8:00 am, Cecil College, Room TC208.

Respectfully Submitted,

Robin McCann
Administrative Assistant