ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
5/7/14

PRESENT:
Michael Ratchford (Chairman), Dr. Stephen Pannill (Cecil College President), Dr. D'Ette Devine (CCPS), Norman Gaither (NorArk Executive Group), Rupert Rossetti (Citizen), Robert Palsgrove (Columbia Bank), Mayor Robert Fisher (Town of Rising Sun), Bruce England (SWN), Dr. Ken Lewis (Union Hospital), JoAnn Dawson (Fairwinds), Denise Davis (CCPL), Robert Hodge (Council President), Grove Miller (Citizen), Dr. Robert Gell (Commissioner).

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), 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), Paula Gilley (Mason Dixon Realty), Mike Travers (Cecil Dance Center), Bill Kilby (Kilby Cream), Susan O'Neill (Economic Development), Sharon Pelham (SBDTC), Doreen Smith (Town of Perryville), Jeanne Miner (Town of Elkton).

GUESTS:
Stephanie Palko (Guardian), Vince Fiorelli (Chesapeake Utilities), Dan Schneckenberger (M. Barton & Associates), Mie Mie Strickler (Citizen), Debbie Carter (Buttonwood Beach), Scott Flanigan (DPW Director), Ken Branner (Artesian), Kathy Kunda (Elkton Alliance), David Strauss (Chrome Engineering), Michael Garrity (The Garrity Group).

Call to Order & Welcome
Mike Ratchford called the meeting to order at 8:00 am. The Meeting Minutes for April 2, 2014 were approved as e-mailed.

Chairman's Report
Chairman Mike Ratchford stated that May is Tourism month and that there have been some positive developments within Cecil County. Lisa Webb will provide this information in her Director's Report.

Tourism Presentation
Sandy Turner provided a brief update on Tourism in Cecil County.
- Visitor spending – 144 million
- Tourism Employment – 2,337
- State and Local Taxes – 21.19%

Marketing
- Expo Events
- Print and radio advertisements
- Social media
- Direct Mail
- Special promotions
- Press release and television

Projects in Progress

- Upper Bay Culinary Trail
- Bassmaster Elite proposal
- Eastern Shore Tourism Brochure
- Local Industry Survey Results
- Farm Tours
- Maryland sportsman marketing initiative with South West Airlines prize package promo

Debbie Carter – Buttonwood Beach President

Debbie Carter provided a brief update regarding Buttonwood Beach Resort.

Director's Report

Director Lisa Webb reported on the following:

- Met with several Candidates for upcoming election
- ODEC received PSC approval for the Wildcat Project
- Ribbon Cutting at Principio & Cecilton
- State Secretary Murray and Delegate Rudolph county update at Donaldson Brown Center
- Toured STAR Campus
- Attended MEDA Conference
- Participated in TEDCO Workshop
- Participated in Indonesia Business Opportunities Meeting at College
- Attended BEPAC Annual Meeting
- Presented to CLI, WIB
- Met with TEDCO Officials to seek funding for Feasibility Study
- Visited Bond Rating Agencies

Economic Development Manager

- Presented at "Funding Opportunities for Entrepreneurs" workshop
- Met with Technology subcommittee for 1st review of Incubator Feasibility RFP
- Met with Rupert Rossetti to discuss Land Use subcommittee SWOT
- Submitted Annual Enterprise Zone report to DBED
- Attended 4 Cecil Leadership Institute classes
- Attended Ribbon Cutting at Principio Parkway
- Presented a MOU to prospect (a cyber security start-up business)
- Continue touring Triumph Industrial Park with DBED & MEP representatives
- Processed an application for the Revolving Loan Fund
- Reached out to local organizations to take advantage of AAEDC VOLT opportunity
- Attended Business Engagement Committee meeting
- Attended MEDA Conference

Agriculture Coordinator

- Finalized Estate Planning and Ag Land Preservation Workshop
- Finalized marketing campaign for Cecil County Farmers' Market
- Coordinated with Executive Director, Ross Peddicord of the MD Horse Industry Board regarding his presentation to the County Council's Public Hearing meeting.
- Coordinated joint meeting of Economic Development Ag Advisory Board and Cecil County Farm Bureau for County Executive Tari Moore regarding the Tier Map status
- Attended meeting with Indonesian representatives

- Prepared and presented Cecil County Agriculture presentation to Cecil Leadership Institute
- Attended Opening Day /Ribbon Cutting for tasting room for Turkey Point Vineyard in North East

Tourism Coordinator
- Cecil County and County municipalities have "proclaimed" May as Tourism Month
- Kicking off "Tourism Month" with booths at PSP International Paintball Tournament in Chesapeake City, and the Garden Market at St Mary Anne's, North East
- Spring & summer marketing - regional radio; local, regional & national print; on-line ads; and logo wrap
- Bassmaster Elite Proposal Committee - seeking state/national sponsor to make a proposal viable
- Developed non-profit partnership for Bassmaster proposal with Upper Bay Museum
- Developed Upper Bay (Cecil/Harford) tourism partnership for a Southwest Airlines prize promotion
- Securing additional tourism industry survey responses
- Presented at Port Deposit Chamber of Commerce's April meeting
- Assisting in the planning of Marines Helping Marines fishing tournament
- Participating on the Steering Committee for the Maryland Sportsman's Marketing

Subcommittee Reports
Education/Workforce – Denise Davis advised that her meetings would resume after the FY15 budget workshops.

Technology – Norman Gaither reported that the committee is working on a draft RFP and I.T. Director Scott Mesneak joined the Technology Committee.

Land Use – Rupert Rosseti reported on the following:
- Enterprise Zones
- Progress of the growth corridor

Finance – Chick Hamm was absent.

Communications – JoAnn Dawson had no updated information to report.

Adjournment
Mike Ratchford adjourned the meeting at 8:55 am. The next regular meeting will be held on Wednesday, June 4, 2014 at 8:00 am, Cecil College, Room TC208.

Respectfully Submitted,

Robin McCann
Administrative Assistant