

1. Background on CCGOV site
  - a. Savvy was previous CMS (content management system) – outdated by nearly 9 years
  - b. We took a year to research various website designers
  - c. We wanted to ensure that we built a new site that was:
    - i. organized effectively
    - ii. easy to navigate for ALL users (not-so-tech savvy to advanced)
    - iii. mobile responsive design
    - iv. appealing and eye catching, but not too over the top or flashy
    - v. representative of our County
      1. natural resources and landscapes
      2. business and livelihood
      3. tourism and recreation
  - d. We invited three companies to bid on the project and chose Vision Internet because they specialize in designing government websites and offered exactly what we were looking
  - e. From beginning to end, building the site and migrating the content took about 6 months
    - i. CMS – mention Vision Live
    - ii. Internally, we took roughly 3 months to review every page by department and customize and organize the content even more
    - iii. We linked pages and optimized navigation across platforms based on business needs as well as our customer’s needs
  - f. The site debuted on Monday, October 17<sup>th</sup>
2. Navigating from the home page to the Economic Development site
  - a. EcDev is the umbrella for
    - i. Agriculture
    - ii. Tourism – [www.SeeCecil.org](http://www.SeeCecil.org)
      1. Different audience
      2. Different approach
3. EcDev home page
  - a. Easy to navigate to find info for
    - i. Location and Contact info
    - ii. Latest EcDev exclusive news
    - iii. Annual Report and Economic facts for businesses/developers who might be researching and visiting out site for the first time
  - b. The video tour, providing a brief, visual walk through the business and lifestyle of our County
  - c. Left navigation
    - i. Breakdown of each of subpage/info
      1. Ag & Tourism are listed first bc they are divisions of EcDev
        - a. subsequent pages are listed alpha
    - ii. Briefly run down the left nav categories:
      1. Use of tables for easier viewing/reading
      2. Most images can be enlarged simply by clicking on them
      3. Links are highlighted/underlined

- a. DeepTrawl app once a week to search for broken links/spelling errors
  - b. CMS also provides a report of broken links
- 4. Demographics: self-explanatory
- 5. Doing Business in CC
  - a. More in depth look at commercial zoning and industrial expansion and major employers in the area
  - b. Site Selection
    - i. Reiterate that most links to pages have more than one way to get there: Site Selection is an example of that
    - ii. Forms: currently linked using PDFs but as a “working website in progress” things that we plan to incorporate include creating forms that can be filled out and directly submitted to the EcDev office
  - c. Utilities & Infrastructure works as a directory for contacting the various providers so they can provide more in depth info on their business based on your business development needs, etc.
- 6. Download Center
  - a. Much like before
    - i. Organized in table
    - ii. Has been updated within the last few weeks
- 7. EcDev Council
  - a. Meeting times and minutes
- 8. News: Latest Newest
  - a. Discuss possibly adding a news feed to the main page
- 9. Partner Links: self-explanatory
  - a. Updated recently and regularly
- 10. Quality of Life
  - a. Compliments the video
  - b. Links tie into the Tourism pages
  - c. Provides easy to look up business directories

## Closing

As mentioned before, we look at the development of our site as progressive and ever-changing. We want it to be a resource that is functional and informative and easy to navigate. We welcome feedback and suggestions. Mention the survey link. Open it up for questions/comments.

**ECONOMIC DEVELOPMENT COMMISSION**  
**MEETING MINUTES**  
**November 2, 2016**

**PRESENT**

Dr. Mary Bolt (Cecil College), JoAnn Dawson (Fairwinds), Danny DeMarinis (URP), D'Ette Devine (CCPS), Bruce England (SWN), Paula Gilley (Citizen), Susan O'Neill (Economic Development Manager), Robert Palsgrove (WSFS), Michael Ratchford (W.L. Gore & Associates), Joanne Richart-Young (Ag Coordinator), Dr. Carl Roberts (Chamber Government Relations), Rupert Rossetti (Citizen), Dan Schneckenburger (County Council), Dr. Rich Szumel (Union Hospital), Mike Travers (Cecil Dance Center), Lisa Webb (Director of Economic Development), Jason Zang (Economic Development)

**ABSENT**

Walter Buck (Citizen), Linda Burris (Delmarva Power), Scott Holland (i-Lighting), Woody Jackson (Citizen), Michael Lara (Orbital ATK), Sandy Maruchi-Turner (Tourism), Doris Mason (USRC), Grove Miller (Citizen), Morgan Miller (rep. CCPL)

**GUESTS**

Jen Lyall (IT), Lauren Major (Artesian Water), Tammy Edwards (Dept. of Commerce), Scott Flanigan (DPW), Vince Fiorelli (Chesapeake Utilities), Kathy Kunda (Elkton Alliance/Boys & Girls Club), Cheryl Mattix (Cecil Whig), Stephanie Palko (Cecil Guardian), Sharon Pelham (APGFCU), Alan Sexton (SWN)

**Call to Order & Welcome**

- Mike Ratchford called the meeting to order at 8:02 a.m.
- Introductions were made by all in attendance.
- Minutes from October 5, 2016 Meeting were approved.

**Chairman's Report – Mike Ratchford**

- In October, Fair Hill International 3-day Event was held – great weather and attendance
- Cecil County Chamber of Commerce and Office of Economic Development hosted the 2016 Cecil County Business Hall of Fame Gala on October 21<sup>st</sup>
- Election over next Tuesday
- Looking into having elected officials at next EDC meeting; trying to confirm MACo Winter Conference in December – may be a conflict
  - Trying to also get a site selector for December EDC meeting
- January EDC Meeting - Susquehanna Workforce Network (SWN) Labor Study, Anirban Basu to present; plan to invite elected officials and other groups
- February EDC Meeting – Looking at Government Relations, Tourism, and new County Executive to share their vision and how EDC can be more specific
- January 12<sup>th</sup> – Cecil Night in Annapolis.
  - Have great program lined up.
  - Sponsorships available

### ***Director's Report – Lisa Webb***

- Major Prospect effort underway with State
  - Hope to have announcement in next couple of weeks
- Developing Rural MD Ec Dev Day w/Eastern Shore elected officials
- CDFA Finance Roundtable
- FHI Events & Horse Industry Board meeting
- Incubator Advisory Board meeting re: Next Steps
- Awarded RMIF Grant to fund Incubator Manager
- CyberMD Conference – who you are protecting and why
- Cyber Task Force meeting to develop workforce initiative
- MD Defense Industry Network Beta Test Group
  - Purpose is to identify if APG were not there, what tiers of businesses would be affected
  - Opportunities for businesses to connect with APG Procurement
  - APG is procurement arm for the Army
- DBC RFI Review Committee
- Tourism move completed – Plan to host an open house
- RMI hosting event on November 30<sup>th</sup> – “A Tribute to Champions of Maryland Manufacturing”
  - W.L. Gore and Terumo to be honored

### ***A presentation on the new Cecil County Website Launch was presented by Jen Lyall, Computer Applications Specialist for Cecil County Information Technology.***

- The new website is quite different than the old
  - Old website not very functional
  - Goal is for new website to be appealing, catchy, current photographs of County life, project positives of County
  - Place for people to check for current information, forms, etc.
  - Hope to put permit process online in time
  - Multiple areas/dropdowns to find information
- Office of Economic Development page
  - Want to be bevy of information for site selectors, prospects, businesses
  - Summary: Website will be evolving and constantly updated

Feedback is welcome. Contact Jen at 410-996-8454

A survey can be found by clicking on “I Want to” →Take a Survey and Provide Feedback & Comments

### ***An outline of this presentation is available on our website.***

### ***Coordinator Update - Jason Zang***

- Met with Maryland Department of Commerce to discuss prospect activity
- Provided site selection assistance to biotech company looking to locate in Cecil County
- Made content updates to the website (ongoing)
  - If EDC Members have anything specific they would like to see on website, we would be happy to make it available

- Reviewed external executed contracts for Marketing/Branding project
- Attended ground breaking at Chateau Bu-De
- OED Newsletter, social media, and more

***Subcommittee Reports:***

***Education/Workforce – D’Ette Devine***

- Labor Shed Market Study coming along
- Education is critical for the County moving forward – developing a plan that allows the four partners to promote education

***Technology – Susan O’Neill***

- Applied for grant through Rural Maryland Prosperity Fund to help fund Incubator Program (hire a manager)
  - Partial grant received
  - Reviewing job descriptions for Incubator Manager

***Land Use – Rupert Rossetti***

- Fair Hill International (FHI) well attended this year (14,000+); weather was wonderful.
  - Can check minutes from October 5<sup>th</sup> EDC Meeting for more information on FHI
  - Focused on marketing this year:
    - Had Gore apparel for sale at event
    - Beer Tent
    - Hosted first corporate group event
  - Schedule for next year already posted (see attached sheet)

***Finance – Bob Palsgrove***

- Nothing to report until new administration

***Communications – JoAnn Dawson***

- Fairwinds honored to take horse and caisson to Annapolis to be part of military honors funeral

***Council Report - Dan Schneckenburger***

- Mike Lara accepted position on Local Business Initiative Board
- Ribbon cutting for North East Waste Water Treatment Plant – necessary infrastructure for moving Cecil County forward
- Bainbridge – have made a lot of progress in last year.
  - Thanks to efforts of Mike Pugh
  - Mike Pugh and Tari Moore received proclamations from the Lt. Governor acknowledging their contributions to Bainbridge
- EAGB Annual Meeting on November 17<sup>th</sup> at Marriott Waterfront Hotel, Baltimore

## **2016 Important Upcoming Events**

November 8th	Election Day - County Offices closed
November 11th	Veterans' Day - County Offices closed
November 14th	TEDCO Entrepreneur Expo
November 17th	EAGB Annual Meeting - Baltimore
November 24th - 25th	Thanksgiving Holiday - County Offices closed
December 5th	Inauguration Ceremonies for County Executive & new Council Members

### ***Summary***

- November 18<sup>th</sup> – Deadline for nominations for Northeastern Maryland Technology Council Award
  - Can visit [NMTC.org](http://NMTC.org) for more information

The report will be made available via OED website.

### ***Adjournment***

Mike Ratchford adjourned the meeting at 9:17 a.m.

***Our next EDC meeting will be on December 7, 2016 at 8:00 a.m. at Cecil College, Room TC208.***

Respectfully Submitted,

Terri Springel  
Administrative Assistant



**The Dutta Corp. Fair Hill International  
October 13 – 16, 2016**

This year Mother Nature gave us four days of glorious weather. Our attendance of over 14,000 for the competition rivaled the record attendance set in 2015 when the competition was an Olympic Selection event. But weather wasn't the only factor; intense competition and some new features also helped to keep our attendance high.

It was the "Year of the Ladies" as both the CCI 2\* and CCI 3\* were won by women riding mares. Jennie Brannigan, riding Stella Artois, won the CCI 2\* championship in a double clear show jumping round. The competition couldn't have been fiercer as less than a point separated the top three riders: Jennie, Emily Beshear, and Lauren Kieffer. Marilyn Little won the CCI 3\* championship on her mare RF Scandalous, besting Marilyn's other mare, RF Demeter, who dropped a rail in the show jumping phase to end up second. Hannah Sue Burnett and Under Suspicion rounded out the top three, only one point behind. These nail-biting competitions kept spectators on the edge of their seats until the last horse crossed through the finish flags.

We also welcomed newcomers to our event with an Outdoor Sports Expo and a Craft Beer Tasting Tent. The Expo, sponsored by Gore Run Wear and Gore Bike Wear, featured gear for mountain bikers, runners, hikers, and outdoor enthusiasts who already know the beautiful Fair Hill land from their own sports. The Craft Beer Tent patrons had over 20 beers to taste while overlooking the gorgeous cross country course. Both areas increased attendance and introduced new spectators to the great sport of 3-day eventing.

Next year's dates are already set:

FHI 2017 Competition Calendar

2017	Level	Venue
<i>Apr 8 (Sat) Tentative</i>	AERC and ECTRA Sanctioned Foxcatcher Endurance Ride	Gallaher Rd & Sawmill Field
Apr 14 – 16 (Fri – Sun)	USEA/USEF Recognized Horse Trials: incl. CIC**/**/*	Gallaher Rd, Fair Grounds & Sawmill Field
May 7 (Sunday)	Unrecognized Starter Trials	Sawmill Field
May 20 – 21	USEA/USEF Recognized Horse Trials	Fair Grounds & Sawmill Field
June 3 - 4	ADS Recognized Elk Creek Combined Driving Event	Gallaher Rd & Sawmill Field
July 1 (Saturday)	Unrecognized Starter Trials	Fair Grounds & Sawmill Field
Aug 12-13	USEA/USEF Recognized Horse Trials	Fair Grounds & Sawmill Field
Sept 9 (Saturday)	Unrecognized Starter Trials	Fair Grounds & Sawmill Field
<b>Oct 12 – 15 (Thurs – Sun)</b>	<b>CCI***, CCI**, Young Event Horse Championships</b>	<b>Gallaher Rd &amp; Sawmill Field</b>

**We hope to see you there!**

Fair Hill International, 378 Fair Hill Drive, Elkton, MD 21921  
www.fairhillinternational.com  
410-398-2111