

ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
April 5, 2017

PRESENT

Dr. Mary Bolt (Cecil College), JoAnn Dawson (Fairwinds), D'Ette Devine (CCPS), Bruce England (SWN), Sandy Maruchi-Turner (Tourism), Grove Miller (Citizen), Morgan Miller (rep. CCPL), Christopher Moyer (Director of Economic Development), Susan O'Neill (Economic Development Manager), Robert Palsgrove (WSFS), 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 Dancer), Jason Zang (Economic Development Coordinator)

ABSENT

Walter Buck (Citizen), Linda Burris (Delmarva Power), Danny DeMarinis (URP), Paula Gilley (Citizen), Scott Holland (i-Lighting), Woody Jackson (Citizen), Michael Lara (Orbital ATK), Doris Mason (USRC), Michael Ratchford (W.L. Gore & Associates)

GUESTS

Deb Carter (Buttonwood Beach), Erin Coulter (Buttonwood Beach), Joe DiNunzio (Artesian Water), Christie Dougherty (Cecil County Tourism), Tammy Edwards (Dept. of Commerce), Vince Fiorelli (Chesapeake Utilities), Scott Flanigan (Cecil County DPW), John Ford (Integrity North East), Bonnie Grady (Cecil County Chamber), Terry Hasseltine (Maryland Sports), Mary Jo Jablonski (Elkton Alliance), Brad Kroner (Cecil Whig), Kathleen Kunda (IXIMD), Bruce Leith (Philadelphia Phillies), Alan McCarthy (Cecil County Executive), Christie McDevitt (North East Chocolates), Melinda McGuigan (Edis Company), Bob Meffley (County Council), Stephanie Palko (Cecil Guardian), Jack Schammel (Leading Logic), Alan Sexton (SWN), Mie Mie Joe Strickler (Asian Pacific American Commissioner), Frazier Walker (CCPL), Jim Waters (Triumph Industrial Park)

Call to Order & Welcome

- Bruce England chaired the meeting for Mike Ratchford who was out of town
- Bruce called the meeting to order at 8:01 a.m.
- Introductions were made by all in attendance.
- Minutes from March 1, 2017 Meeting were approved.

Welcome and Overview of Lynda – Morgan Miller

- Cecil County Public Library now has Lynda
 - Lynda is the global leader in online skills instruction
 - Offers thousands of video courses led by industry experts
 - Used by:
 - Every ivy league school
 - All U.S. military branches
 - More than half of Fortune 500 corporations
 - Video courses in Business, Creative, and Technology with a Certificate of Completion

- Start any time and work at you own pace
- Lynda.com also provides 24/7 mobile, tablet, and offline access from anywhere. All free with your Cecil County library card

Director's Report – Christopher Moyer

- The Chamber of Commerce is holding their 30th Annual Chamber Golf Classic on Thursday, May 4th. I am looking for additional golfers for my foursome.
- Secretary Gill, Maryland Dept. of Commerce, visited a few weeks ago. We will be working closely to highlight Cecil County's opportunities to other jurisdictions to bring new businesses to the County.
- Attended two ribbon cuttings:
 - Painted Sky Alpaca Farm – have a brand new mill
 - Plumpton Park Zoo giraffe sanctuary - they are trying to acquire a female giraffe. Zoo is a great tourism asset.
 - Hosted University of Maryland's Chancellor Caret for discussions on education, workforce, and economy and how they all interact -- how the County can leverage the University System of Maryland better to create more opportunities for its workforce as well as how the University System can leverage Cecil County going forward
 - Toured Cecil County School of Technology – Need to connect school with Cecil College and with businesses in the area. Could be a great resources center for workforce. Need to work on developing the pipeline – that's where a lot of our workforce starts.

A Tourism Update was presented by Sandy Maruchi-Turner, Tourism Coordinator.

- Results from a Cecil County Industry Survey were presented:
 - Provided information on: where visitors originate from, tourism staff and volunteers, where do staff and volunteers live, percentage of business the County receives from visitors, how important visitors are, factors affecting business, bottom list financials, types of marketing utilized, advertising outside of Cecil County, and what industry sectors were represented.
- Highlights from the Tourism year in review were presented next.
 - Transition – We changed office locations!
 - Marketing – How do we tell you about Cecil County?
 - Outside the Box – Bassmaster, Fair Hill International (FHI) 4 Star Effort, FHI 3 Star, and more
 - Economic Impact – how does Tourism affect Cecil's economy?
 - Best News for Everyone in Cecil County – Tourism keeps taxes down
 - 2017 Strategic Plan – Short Term Goals
 - VisitSeeCecil.org
- Cecil County Tourism Strategic Plan Goals were outlined:
 - Enhance Marketing to Generate Visitor Spending
 - Develop Promotions that Enhance Visitation
 - Capitalize on Sports Tourism
 - Maximize Partnerships

A copy of the presentation is available on our website.

Economic Development Coordinator – Jason Zang

- Business attraction front – actively working with many prospects, enterprise zone applications still in the works
- Met with Kimco Realty; they own the shopping center in North East
 - Would like to thank Morgan for providing great data for a potential North East Library site
- A lot more retail coming through office
 - Trying to identify and fill gaps in retail
- Attended sports business forum
- Working on branding campaign – will be sending out surveys so North Star can get information pertinent to Cecil County
 - May 8-12 North Star here. We will be reaching out to set up focus groups.
 - EDC Members will be getting a survey and be part of focus groups
 - North Star going to create a micro site

Legislative Update – Dr. Carl Roberts

- Earned Sick Leave bill going to pass in some form – impacts businesses in Cecil County directly
 - Key: Will Governor Hogan veto the bill and if he vetoes, will there be enough time for the legislature to override it?
- Budget is passed – Danger time
 - They can pass all kinds of legislation – have time on their hands when the budget is passed
- Good news for Cecil County Public Schools – major funding bill for Baltimore City providing some funds to other jurisdictions - Cecil County will get just under \$200K
- Marijuana licensing passed legislation – State will issue five more licenses in attempt to shed some diversity upon total number of licenses - Don't think it will affect Cecil County

County Executive Update – Dr. Alan McCarthy

- Fully endorse your economic plan for Tourism; I whole heartedly support it and the Strategic Plan.
- Everything else I have done, basically my actions speak louder than my words.
- Have proposed a new budget that will be the first balanced budget in 20 years -- think it will correct many of the problems that we face for at least 10-15.
- Ask that you look at it closely and make a sensible determination after you have evaluated the entire proposal.

Subcommittee Reports:

Education/Workforce – Mary Bolt /D'Ette Devine

- Continuing to work on partnerships with Cecil County Public School so that students coming out of the School of Technology who choose to continue after Cecil will have a 4-year program available.
- Public schools, public libraries, and Cecil College education is a value we need to continue to express.
- Want to open early college program – allows high school students to earn college credits and an AA degree.
- Last year took a group of 24 ninth graders --- at risk not to graduate (marked for drop out) – housed at the School of Technology.
 - 17 of them will enter a program at the School of Tech

Land Use – Rupert Rossetti

- Had a meeting with Chris. Subcommittee will be meeting this coming month.
- Fair Hill International – USCF Task Force here on April 18th to come up with a plan.
 - Group up to their ears in work

Tier Map Committee – Grove Miller

- Made several times – trying to look for something less offensive to land owners vs. present tier map plan
- Have new one to submit – will depend whether or not the State of Maryland will approve – is a map of 2016
- If State does not approve it:
 - State hasn't approved since 2012.
 - Will stop our ability to approve subdivisions – Governor Hogan gave that right back to us.

Finance – Bob Palsgrove

- Met with Chris.
- Put together a plan with previous administration; making a few tweaks to it.
 - Will be sent to Jason Allison and Al Wein for approval.

Communications – JoAnn Dawson

- Nothing to report other than branding initiative.
- Asking members to please fill out their surveys.

Council – Dan Schneckenburger

- In midst of budget deliberations.
 - Various groups justifying their case.
- We need Economic Development to succeed. We need the revenues.
 - Basis for everything citizens want in that budget
- Thank God for Sandy Turner and the Tourism Committee who have done a great job for years – tremendous benefit for the County; let's have a good summer.
- Thank you and let's keep doing good work.

Important Upcoming Events

April 18 th	County Council Budget Hearing #3 – Economic Development Scheduled to begin at 3:15 pm in the Elk Room (Admin. Bldg)
April 26 th	Tourism partnership appreciation breakfast, 8:30 – 10:00 at Patriots Glen National Golf Course
April 30 th – May 2 nd	MEDA Annual Conference

Summary

The report will be made available via OED website.

Adjournment

Bruce England adjourned the meeting at 8:59 a.m.

Our next EDC meeting will be on May 3, 2017 at 8:00 a.m. at Cecil College, Room TC208.

Respectfully Submitted,

Terri Springel
Administrative Assistant