

**ECONOMIC DEVELOPMENT COMMISSION**  
**MEETING MINUTES**  
**November 7, 2018**

**PRESENT**

Dr. Mary Bolt (Cecil College), Linda Burris (Delmarva Power), Sandra Edwards (Economic Development Manager), Woody Jackson (Citizen), Michael Lara (Northrop Grumman), Sandy Maruchi-Turner (Tourism Manager), Morgan Miller (CCPL), Chris Moyer (Director, Economic Development), Robert Palsgrove (WSFS), Michael Ratchford (W.L. Gore & Associates), Dr. Carl Roberts (Roberts Consulting), Rupert Rossetti (Citizen), Dan Schneckenburger (County Council), Mike Travers (Cecil Dancercenter)

**ABSENT**

Walter Buck (Citizen), JoAnn Dawson (Fairwinds), Danny DeMarinis (URP), Bruce England (SWN), Paula Gilley (Citizen), Scott Holland (i-Lighting), Grove Miller (Citizen), Dr. Rich Szumel (Union Hospital)

**GUESTS**

Kelly Benson (Port House Grille), Vince Fiorelli (Chesapeake Utilities), Bonnie Grady (Cecil County Chamber), Laura Hannan (CCPL), Erica Jesonis (CCPL), Dr. Jeffrey Lawson (CCPS), Jen Lyall (CC Public Information Officer), Alan McCarthy (Cecil County Executive), Sharon Pelham (APGFCU), Jack Schammel (TEDCO), Alan Sexton (SWN), Scott Sturgill (Cecil Bank), Katie Tabelaing (Cecil Whig)

**Call to Order & Welcome**

- Meeting called to order at 8:02 a.m.
- Introductions made by all in attendance
- October 3, 2018 meeting minutes approved

**Chairman's Report – Mike Ratchford**

- There are a couple of Maryland election results still outstanding.
- Fair Hill a success. Keep up the momentum.
- Should have received a copy of schedule for EDC meetings in 2019.
  - No meeting in month of December due to Mike and Chris' schedules.
  - In January, ordinarily meet the 2<sup>nd</sup> – will meet instead on January 9<sup>th</sup>.
- One other thing I would like to do is to recognize a leader in the business community and great supporter of the EDC.
  - Dan Schneckenburger - I would like to thank you for all you have done for Cecil County in the business community; you have been a tireless champion – we greatly appreciate it. We hope you will stay involved in some capacity.

**Director's Report – Chris Moyer**

- In October, submitted applications for Enterprise Zone expansions in Chesapeake Overlook area of Perryville and North East Commons (Nazarene Road) area in North East.
  - Extremely important as we target two prospects – will hear back by mid-December if awarded by State – so far looking favorable.
- Been to a number of events at CCST. Amazing resource not just for kids but also from a career prep standpoint, amazing asset to leverage for County.
  - To see kids in the building and the friendliness of the kids and staff – wonderful job!

- Sandra ran an awesome Residential Event last month – dreamed up at our Economic Development/Towns meeting – 136 people came. Going to be an annual event!
  - Growing residential base is extremely important – need to grow our workforce – growing our base with incentives from towns, builders to see what is coming. Now is the time to build here.
  - Every town had a table; connections were being made
  - Hope to see it pay dividends in the future.
- January EDC meeting -- meeting date changed.
  - STRONGLY ENCOURAGE you to attend. Something VERY SPECIAL planned. Prospect giving presentation.

***A Presentation on “Advancing Entrepreneurship at Cecil County Public Library” was presented by Morgan Miller, Director, and Laura Hannan, Business Librarian***

- Small business information center launched in 2005.
  - Came out of observation that more people were coming in to library asking about starting a small business and what to do.
  - People have a trust with the library.
- Some points touched on in the presentation were:
  - Why Libraries?
  - Our Goal?
  - How does the library deliver value to the business community?
    - Research, Community, Education
  - A month in the life of a Business Librarian...
  - Sneak Peak: Business Commons at North East
    - Business Commons will provide space for study rooms, Small Business Resource Center office, conference rooms, digital media lab, literary center, STEM lab, etc.
  - The new Library is set to break ground in Spring of 2019.

***A copy of this handout is available on our website.***

***A Tourism Update was presented by Sandy Maruchi-Turner, Tourism Manager***

Over Spring and early Fall, been working on videos. Excited about having finally completed. Have a lot of footage to use for various things in the future. There are 90-, 30-, and 15-second videos. Received a grant to put that together; will have a grant for next spring as well.

The link to view the video is:

<https://vimeo.com/299018443> password: CC

***Subcommittee Reports:***

***Education/Workforce – Dr. Mary Bolt***

- Continuing to look at workforce issues and education; looking at popular programs regionally and programs that have a sustainable minimum wage for our region.
- Cecil College always looking to partner with CCPS.
- Recently looked at regional data in Lancaster County, New Castle County, and Salem to draw from a regional area including Chester County.
  - Approx. 72,000 job openings in that area for truck driving
- HVAC started this fall at CCST – reaches out to CCST students as well
- CCST servicing over 800 kids vs. over 300 a few years ago.

### **Technology – Danny DeMarinis**

- No report

### **Land Use – Rupert Rossetti**

- Fair Hill International really good this year – a few less people than last year ≈13,000
- Live Feed – some people could watch satellite feed live from all over the grounds; hope will give us more ability for live streaming for next year's event, which we are already planning for.
- 5-Star Event group can learn from this event and why Fair Hill is so important to us.
- Will send the link for show jumping, etc. It's why people bring their horses to Fair Hill; can test horse out to make sure it has endurance – to take horse to next level
- Beer Tent --- successful – focused on local breweries and wineries – local Maryland tasting
- Green Infrastructure Workshop being held on December 5<sup>th</sup> from 5:30-8:30 pm at the County Administration Building looking for feedback as to what we need to do to preserve our green spaces as we build out developments specific to Tourism and housing.

### **Finance – Bob Palsgrove**

- Number of firsts with Cecil Catalyst:
- First loan application, first loan committee meeting, first referral to Cecil County Small Business Resource Center at CCPL -- Could not do loan – needs more work

### **Communications – JoAnn Dawson**

- No report

### **Council Report – Dan Schneckenburger**

- No report.

### **General Comments – Dr. Carl Roberts**

- Cecil Night in Annapolis – January 10<sup>th</sup>; January 9<sup>th</sup> First Day of Session
- Legislative survey coming out today or tomorrow to all business and all Chamber members.
  - Anyone can fill out – can find on the Cecil County Chamber of Commerce website.
  - Make sure we are properly representing will and interest of Cecil County.

### **General Comments – Linda Burris**

- Delmarva Power has their first Economic Development Incentive Program (EDGE) application from Cecil County (Philip Chen/Next Gen 801 LLC). Company now has 2 employees, plan to go to 150 employees. Very pleased to see an application from Cecil County.

### **Cecil County Executive - Dr. Alan McCarthy**

- Would like to thank Councilman Schneckenburger for his service to Cecil County and for his support of many of the initiatives that have moved forward. Without his efforts and his support, we could not have accomplished and gotten where we are today.

The report will be available via OED website.

### **Adjournment**

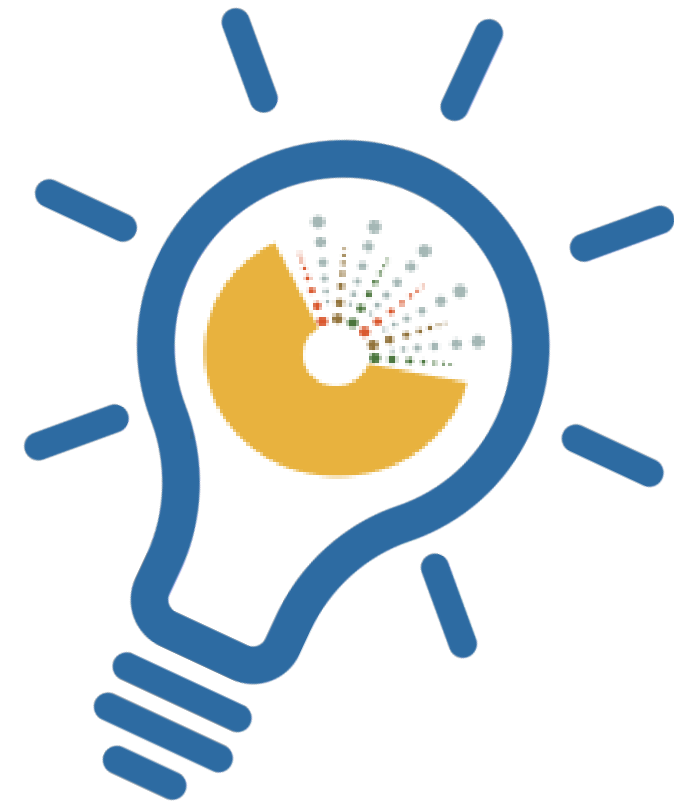
Meeting adjourned at 9:11 a.m.

***PLEASE NOTE THERE WILL BE NO DECEMBER EDC MEETING. Our next EDC meeting will be on January 9, 2019 at 8:00 a.m. at Cecil College, Room TC208.***

Respectfully Submitted,

Terri Springel  
Administrative Assistant

# Advancing Entrepreneurship at Cecil County Public Library



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Morgan Miller  
Director

Laura Hannan  
Business Librarian



# Why libraries?

*“Because no one else has the resources, networks, and expertise that a librarian brings to the table to help a small business owner succeed.”*

-Chris Moyer, 2017

# **Our Goal**

**To save the business community time, money, and resources.**

# How does the library deliver value to the business community?

- Research
- Building Community
- Education



# Research

- Getting started (registration, filing, legal structure)
- Industry info
- Competitors
- Demographics
- Business plan help
- Finding funding sources (VOLT, Cecil Catalyst, Local Banks, SBA, Grants)



**CECIL CATALYST**

A LOW INTEREST LOAN PROGRAM ENCOURAGING SMALL BUSINESSES, NEW INVESTMENT, BUSINESS RETENTION, AND JOB CREATION

*Small businesses are the backbone of the economy. Cecil Catalyst is designed to support small business growth and job creation. If your business is in need of an infusion of money, Cecil Catalyst may be the answer you are looking for!*

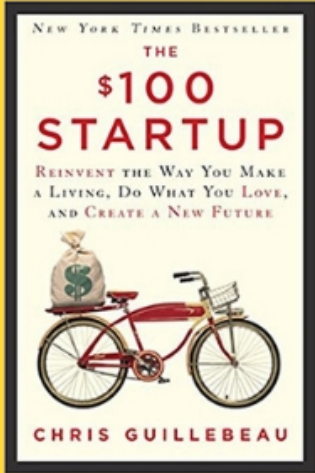
**CECIL COUNTY**  
Economic Development

**OPEN FOR BUSINESS**

The graphic is a vertical poster with a yellow and red border. It features a background of a stylized map of Cecil County with a bridge and a hand holding a pencil. The text is arranged in a top-to-bottom hierarchy, starting with the program name, followed by a description, a quote, the county logo, and a red stamp at the bottom.

# Community

- Entrepreneur's Book Club
- Chambers of Commerce
- Cecil Business Resource Partners
- SCORE Mentor
- Small Business Development Center



**ENTREPRENEUR'S  
BOOK  
CLUB**

**Digital copy available  
on our Libby app!**

**Books & conversations  
to inspire your  
business ventures.**

**THURSDAY 11/15 @ 9:30AM  
ELKTON LIBRARY**

To register call 410-996-5600 x481 or visit [www.cecil.ebranch.info](http://www.cecil.ebranch.info).

**Cecil County Public Library** | **NATIONAL JEWELL**  
STAY CONNECTED  
f i p

All CCPL Branches are handicap accessible. Sign language interpretation is available with two weeks advance notice.

# Education

- Monthly programming led by experts
- Lynda and Gale courses



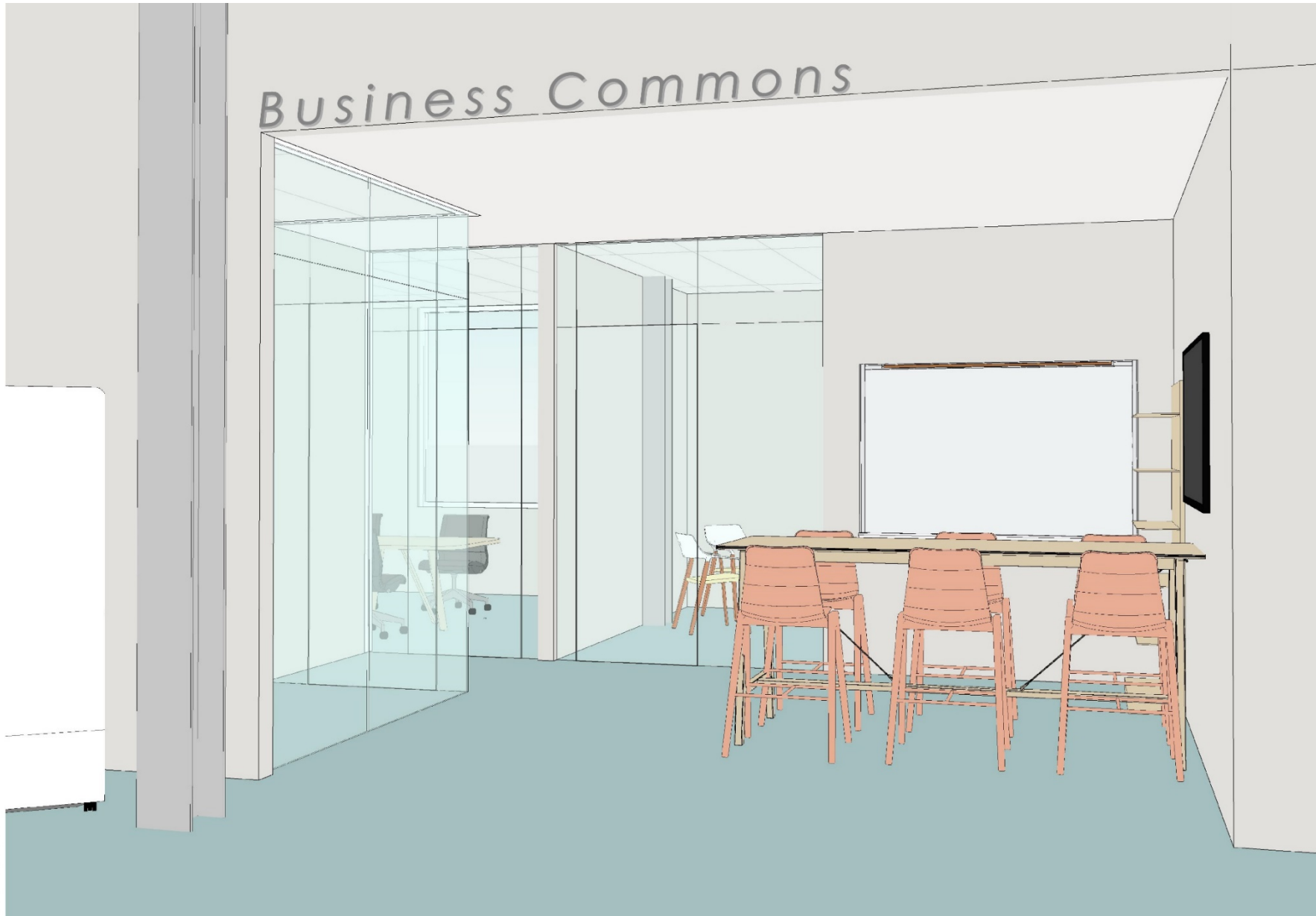
# A month in the life of a Business Librarian...

- Met with a client that has a handmade soap and salts business and discussed licensure process.
- Assisted 2 registered nurses who are starting up a 5 bed elder care facility with information on licensure, grant resources, and a mentor in the elder care industry. Worked with them to evaluate forming a related nonprofit.
- Met with a former restaurant owner whose business failed put together a new business plan for a food truck.
- Met with a client who is starting a company to clean out foreclosed houses. Helped her set up an email account, walked through licensing, and discussed social networking. Provided a list of all of the foreclosures in the county.
- Worked with a client who is starting an orthopedic massage business to create a list of potential referral partners in Reference USA of pain medicine specialists, rehab physicians, orthopedic surgeons, osteopathic doctors, and primary care physicians.
- Participated in the local Chamber's Government Relations committee meeting.
- Met with a local bank VP to learn about their small business lending capabilities.
- Hosted and presented at the Elkton Chamber.
- Participated in the FoodHub meeting.
- Hosted "Launching a Non-Profit" program.

# **Sneak Peak: Business Commons at North East**



# Business Commons









# Questions?