



Board of Directors Meeting
July 29, 2020 8:00 a.m.
VIA Zoom

Board attendees: Ahmed Ali, Richard Alvarez, Becky Briggs, Rob DiSpirito, Jennifer Hester, Kimberly Kelley, Bei Ma, Bridget Donnell Newton, Jose Ochoa, Suzanne Osborn, Todd Pearson, Susan Prince, Nancy Regelin, Morgan Sullivan Bill Tompkins.

Absent: Scot Browning, Angela Chaney, Carla Merritt.

Other attendees: Cindy Stewart, Ryan Gandy, Morgan Wortham, Alexis Castillo, David Levy (City of Rockville), Mark Pierzchala (City Council) Judy Rudolph (resident), Staffan Sandberg (resident), Sara Crisifulli (GKA), and Margaret Doan (GKA)

1. Call to Order and Welcome – Susan Prince

The meeting was called to order at 8:01 am by Susan Prince. Ms. Prince introduced Morgan Wortham, our new MWBC Managing Director, as well as Councilmember Mark Pierzchala, who was attending the meeting. She also acknowledged Margaret Doan and Sarah Crisifulli from GKA would be presenting. Ms. Prince noted that the board meetings have been changed to the fourth Wednesday of the month at 8 am, and thanked staff for helping to poll board members for the most convenient times.

2. Operational Items

a. Approval of June Minutes – Susan Prince

The Mayor requested a correction under the City report to state: “At this time - the City will be reopening the Rockville Swim Center for lap swim for members and City residents on a reservation only basis. On June 6th - the Mayor and Council began their discussions on racial justice and equality and will continue this conversation on July 13th with the Chief of Police as the City works to advance our goals of fair and impartial policing as well as addressing equity throughout City policies.”

Nancy Regelin moved to accept the minutes as revised, and Todd Pearson seconded.
The minutes as revised were approved unanimously.

b. Treasurer’s Report – Scot Browning was not present. Ms. Stewart noted that financials were through May, almost the end of the fiscal year, and the net revenue was positive. She also went through the Accounts Receivable, noting that collection of all outstanding items is received or in process. The payment from AARP is being delayed due to their approval process.

3. Executive Director’s Report – Cindy Stewart

a. Grants Status – it is the fiscal year end for many of our grant cycles. Morgan Wortham and her team have submitted final reports to Prince George’s County and Bowie. They are working on

the quarterly reporting for the SBA grants. Applications for FY2021 are also submitted for Prince George's County, Bowie, and Frederick County. Grants were received for Montgomery County (operational) and are still being processed for the Montgomery County childcare support. We received the grant from the Greater Washington Community Foundation to do a research study on the childcare business. Eureka Facts, the selected vendor, will have the work done by end of September with a final report to the foundation by October 14. The SBA fiscal year ends at the end of September. REDI will be submitting its FY2020 report to the City of Rockville in August.

- b. Audit Status – Materials requested by the SBA for the FY2019 audit are due by August 14th. Morgan Wortham is working with SHS to gather everything. There will be a remote review with the SBA auditor in September. SHS is finalizing the end of year records for the annual REDI audit with Snyder Cohn (FY2020). The plan is to commence as soon as possible so that the FY 2020 audit report can be submitted to the SBA by December.
- c. New Memorandum of Understanding (MOU) with the City of Rockville
REDI is scheduled to have a workshop with Mayor & Council on **October 5, 2020** to discuss entering into a new MOU. The board voted on changes to the existing MOU last year, but the discussion was deferred. Changes from the existing agreement are not substantive; they clarify expectations and allow for a discussion between the REDI Board and Mayor & Council to understand vision and alignment of purpose.
- d. Incentive Program Status – Ryan Gandy reported that the Incentive Review Committee granted an Expansion Grant to Recon in the amount of \$20,000 for an expansion of 11,800 square feet at 627 Southlawn Lane with an approximate capital investment of \$670,000. Recon expects to create 50 net new full-time jobs by the end of year 3 after the expansion.

4. Presentations

- a. MWBC Mission, Vision, Values - Sarah Crisafulli and Margaret Doan from GKA presented the outcome of their stakeholder workshop and input from the MWBC Advisory Committee with regard to the MWBC program.

Mission: To empower small businesses and women entrepreneurs to launch and grow in Maryland's Capital Region

Vision: Maryland is a recognized leader for growing and launching successful and innovative women-owned enterprises.

Values: Collaboration, Empowerment, Expertise, Inclusivity, and Innovation

Positioning Statement: Maryland Women's Business Center helps women entrepreneurs and small business owners achieve economic growth in Maryland's Capital Region through entrepreneurial training, access to funding sources, and strategic business counselling.

Tagline: Expert Guidance. Real Results.

It was noted that it is important to emphasize the importance of networking for the MWBC, as well as the importance of diversity in the value of inclusivity. The Board also discussed the geographic focus of the Maryland Capital Region.

- b. MWBC Logo - GKA also presented the proposed new MWBC logo. The use of the bird was discussed as symbolizing opportunity and taking flight, as well as having reference to the historical context of the Women's suffragette movement that also used a bird. The rectangle with "mwbc" references a business card as well as connections and networking. The logo colors are the same as those used by REDI, and therefore maintains its connection to REDI.

The Board liked the logo, but it was commented that the script font selection made it hard to distinguish the "m." The Board agreed to vote on the logo subject to refinement of the "m".

Marji Graf made a motion to accept the MWBC logo design subject to refinement of the script font. Jennifer Hester seconded. The motion passed unanimously.

5. Strategic Items

- a. Marketing Committee – Susan Prince
We are still on target to launch the REDI website in August and MWBC in September.
- b. Workforce/Education Committee – Dr. Kim Kelley
Survey results from the last workshop event were compiled, and will be used to help develop future topics. **The next committee meeting is later this morning on July 29.**

6. Brief Partner Updates

- a. City of Rockville – Bridget Newton/Rob DiSpirito
August 3rd will be the last Mayor & Council meeting prior to recess. They will resume September 14th. September is opioid addiction recover month. The Planning Commission will be meeting August 5th regarding the site plan for Twinbrook Quarter, a large mixed-use project. On September 9 and 23, the Planning Commission will be discussing the draft 2040 Comprehensive Plan planning areas. Both Planning Commission items are of interest to REDI and the Rockville economy. The 2040 plan is expected to be completed in the fall so that it can be brought to Mayor & Council early next year. The Police Department is providing free fair and impartial training on August 6th.
- b. Montgomery County EDC – Bill Tompkins
MCEDC launched the 3-year study with Westat to track the effect of COVID on county businesses. A program to assist retailers and restaurants will be announced soon. MCEDC is seeing a lot of activity in Gaithersburg recently, and notes the focus on vaccine companies in the region. Ryan Gandy continues to work with Brad Stewart and his team at MCEDC on prospects for Rockville. The USGA championship will still take place August 1-9 at Woodmont. There will not be spectator crowds, but Rockville and Montgomery County will be highlighted in the broadcasts. MCEDC is pushing out information on the tournament on their communication channels.
- c. Maryland Department of Commerce – Carla Merritt

Carla Merritt is still out on leave, and Tamara Osterman was not able to attend.

d. Rockville Chamber of Commerce – Marji Graf

Montgomery County's grants to reimburse businesses for reopening expenses will be open for applications later on July 29th. Amy Laczek has moved on to another opportunity, and Maureen Edwards is joining the Chamber staff. The Chamber continues to work on the production of the business directory and plans a new website launch in September. The Chamber is testing whether members are ready to have some in person events. The Chamber has submitted a letter of support for the Twinbrook Quarter project.

Ms. Prince adjourned the meeting at 9:12 am.

Upcoming Important Dates:

- REDI Executive Committee Meeting – **Tuesday, July 14, 4:30 p.m.**, VIA Zoom
- REDI Board Meeting – **Friday, July 24, 8:00 am**, VIA Zoom
- Workforce/Education Committee Meeting – **Wednesday, July 29, 11:00 a.m.**, VIA Zoom