



**Executive Committee Meeting
February 9, 2021 4:30 p.m.
VIA ZOOM**

AGENDA

1. Presentation GKA on E. Gude branding (Sarah Crisafulli and Margaret Doan)
2. CEO report
 - a. Presentation of Financials – and discussion of Grant Funding receipt
 - b. Deputy Director recruitment update
 - c. Administrative Coordinator recruitment
3. Board Business
 - a. Discussion of Compliance Board Opinion
 - i. Updated website
 - ii. Board discussion
 - iii. Board training
 - b. File Retention Policy
 - c. Agenda for Board Working Session on March 20, 8 am – Noon Via Zoom
 - d. Board of Directors next agenda
4. Other Business

Next meetings:

Board

February 24, 2021, 8:00 a.m.

Committee Meetings

Executive Committee – March 9, 2021, 4:30 p.m.

Finance Committee – March 9, 2021, 5:30 p.m.

Workshops

Workforce Roundtable – February 10, 2021 12 – 2 p.m. (Mental Health)

Workforce Roundtable – March 10, 2021 12 – 2 p.m. (Vaccine/Return to Work)

PROPOSED AGENDA – Board Working Session March 20

8:00 a.m. Welcome

8:10 Presentation by Dr. Kevin Long on the Local Employment Market

8:40 Brief Discussion

9:00 Review of REDI Marketing Plan and next Steps

9:15 Break Out Sessions

Increase Brand Awareness

- a. Positioning and cultivating Commercial District identities
- b. Obtain current professional photography
- c. Assist with creation of Arts and Entertainment District
- d. Identify Rockville as a hub and catalyst for innovation and entrepreneurs

9:45 Return to Group for Discussion and Report Out

10:00 Break

10:15 Review of Possible Topics for Business Attraction and Retention in Break Out Sessions

- a. Growth of Incentive Programs
- b. Business Survey – Outreach and Goals
- c. Broker/Site Selector Engagement

10:45 Return to Group for Discussion and Report out

11:00 Discussion of Talent Alignment Efforts

- a. Talent Alignment Portal
- b. Partnerships with Educational Leaders at Montgomery College, USG and the Public School System
- c. Workforce Roundtable Series

11:30 Return to Group for Discussion and Report Out

11:45 – Closing Discussion

Noon – Adjourn

Other potential topics:

[Wait for Morgan to work with Advisory Board on proposals for MWBC?]

Small Business Assistance – MWBC

- e. Continue to assist recovery from the pandemic
- f. Cultivate MWBC as thought leader for childcare, women entrepreneur growth of capital
- g. Continue to strengthen programming in Frederick
- h. Expand Retail Incubator programming and position this as a program other WBC's can replicate.

Board Development

- i. Reflecting Community and Skills Needed
- j. Junior Board

MATERIALS TO DISTRIBUTE

Marketing Plans created by GKA for REDI and MWBC

Montgomery Count Talent Gap Analysis Report 2: Key Findings and Strategies (10/30/19)

REDI Career Awareness Platform (CAEL) proposal