



**ROCKVILLE ECONOMIC DEVELOPMENT, INC.  
EXECUTIVE COMMITTEE  
MINUTES**

June 10, 2021\*\* 4:30 p.m.  
VIA Zoom Meeting

\*\* The meeting on June 8, 2021 did not have a quorum and was rescheduled to June 10, 2021, and was properly noticed on the REDI website.

**Committee Attendees:** Susan Prince, Nancy Regelin, Jennifer Hester

**Not Present:** Bridget Donnell Newton

**Staff:** Cindy Rivarde, Morgan Wortham, Richelle Wilson

**Guest:** Andrea Dunathan, Dunathan Consulting

1. CEO report
  - a. Discussion of Branding Project

Ms. Prince and Ms. Rivarde met with the City Manager to discuss the City's branding initiative that involves 1) branding the entire City with the main audience as residents and 2) branding the City's Commercial Districts with the main audience being visitors and patrons of the commercial districts (which includes area workers and potential workers). The City allocated \$125,000 in its FY2022 budget for this effort. The Executive Committee agreed that if the City wanted REDI to lead all or a portion of this effort, it would be willing to do so provided the funding and applicable City staff support was made available. Having REDI lead at least item #2 would tie into REDI's pilot Commercial District branding project with the E. Gude area now known as Rock East. In addition, the reputation and brand of the City is an important factor in attracting and retaining businesses, and therefore could be seen as relevant to REDI's mission if the City were to ask REDI to participate or lead item #1. Ms. Rivarde will let the City Manager know that the Executive Committee supports this project and is willing to participate/lead as requested.

- b. Adoption of Records Retention Policy.

REDI's attorney Suellen Ferguson is still reviewing the draft and may have minor changes. The Executive Committee agreed that the draft may be adopted now with authorization to make changes as suggested by Ms. Ferguson.

2. Board Business
  - a. Time for Board Meetings.

The majority of the Board can meet on either the third or fourth Thursday of the month. The Executive Committee prefers the fourth Thursday. It was noted that an hour and a half is needed for meetings, and that members seem to be concerned about moving on with their day after 9. Therefore, moving the meeting back to 7:30 a.m. will be proposed at the next board meeting.

- b. Board of Directors next agenda
  - i. Budget Presentation
  - ii. Review of offsite conclusions – will be led by Nancy Regelin
  - iii. Vote to add Nikhil Bijlani from Capital Bank Maryland to the Board.
  
- 3. Other Business
  - None.

**Next Meeting:** July 13, 2021, 4:30 p.m., Via Zoom.