



**Incentive Review Committee Meeting
MINUTES
11:30 am on September 08, 2021
Zoom Meeting**

Committee Attendees: Susan Prince, Daniel Parra, Dan Mallon

Staff: Richelle Wilson, Cindy Rivarde

Not Present: Kimberly Kelley

1. Welcome and Introduction - Call to Order 11:33 am
2. Discussion Items

a. Discussion points:

- i. Introduction:
 1. The meeting began with an overview of the incentive program, its history, and REDI's role. The committee discussed that the amount allotted from the incentive fund for this round of applicants was \$59,639 (retaining the amount committed to Aurinia in the account).
 2. The committee agreed that additional funds in the MOVE/Expansion Fund would be desirable. Ms. Rivarde agreed to reach out to the City Manager, Rob DiSpirito, about considering replenishing the funds at mid-year, but this looks unlikely. The quick depletion of funds this year and last year will be brought up in the FY23 budget request and discussions.
 3. The incentive committee noted it is interested in creating metrics for evaluating applications that could include the amount of square footage leased/purchased and the number of jobs brought to the city by each company.
- ii. Ms. Wilson mentioned that REDI wants to add additional commercial districts to the Small Business Impact Fund (SBIF) and suggested adding the Rock East District. The addition of more commercial

districts could make it easier to offer the program to more companies. The Committee was interested in considering this.

b. Incentive Applications

i. MOVE grant

Ms. Wilson explained that due to the limited amount of funds, the suggested amounts presented to the Committee for each applicant were based on a pro-rated amount and provided a spreadsheet with the recommended amounts to be awarded to each applicant. None of the applicants were in the Life/Science area, which the Committee previously expressed interest in prioritizing, so weighting by nature of the business was not applicable for this round of applications.

a. Next Level Rentals

- i. A residential property management company specializing in professional, individualized rental management services for residential properties in Maryland and Virginia. The company previously leased space in Derwood and relocated its eight employees into 3,136 SF at 40 W Gude Drive. As prorated, the amount calculated for them to receive would be \$10,837.

b. Smathers and Branson

- i. Smathers and Branson operate as a custom product manufacturer. The Company offers needlepoint belts, collegiate products, cummerbunds, dog collars, key fobs, women's belts, headbands, coin purses, wallets, and flasks. The company relocated twenty-nine employees to its new headquarters at 1570 East Jefferson St. Smathers and Branson purchased the 22,500 SF-building that will serve as the home base for their salespeople, designers, customer service, warehouse, licensing website, product development, and shipping. Prorated, the amount calculated for them to receive would be \$34,557.

b. Kim Engineering

- a. Kim Engineering is an engineering firm specializing in geotechnical and civil engineering, planning, infrastructure, zoning, and land use. The firm relocated its ten employees to Rockville from North Potomac and leased 4,122 SF at 1390 Piccard Drive. Prorated, the amount calculated for them to receive would be \$14,245.

Name	Address	SF	Employees	Capital Investment	Notes	Request	Grant
Next Level Rentals, LLC	40 W Gude Dr. Suite 230 Rockville MD 20850	3,136	Eight moving to Rockville; 10 employees overall	\$87,207	Moved from Derwood to Rockville	\$12,544	\$10,837
Smathers & Branson	1570 East Jefferson	22,500	29	\$100,000	Moved HQ from Bethesda	\$40,000 (max)	\$34,557
Kim Engineering	1390 Piccard Drive. Suite 340	4,122	10	\$100,000	Moved North Potomac	\$16,488	\$14,245

Mr. Mallon moved to grant the applicants the suggested amounts based on the proration methodology. Ms. Prince seconded the motion. The entire committee unanimously approved this decision.

ii. Business Expansion Application

- a. Ms. Wilson also notified the committee that Twinbrook Dental applied for the Business Expansion incentive, but since they are in the Twinbrook area, it was suggested that they apply for the SBIF grant instead, as that fund has available funds. Ms. Wilson proposed this idea to the company and was waiting to hear back from them. If they agreed, the committee agreed that they would review the application in November.

iii. Review of Survey

- a. Due to the limited time, the Committee discussed that they would review the incentive survey results at the November meeting.

iv. Update on changes made to incentives on the website

- a. Due to limited time, the committee agreed to review the website on their own and notify staff if there are any suggestions or comments.

Adjourn: 12:35 PM

Next meeting: TBD

Next Application Deadline: September 30, 2021