



Marketing Committee Meeting
MINUTES
January 28, 2022 – 2:00pm
Via Zoom

Committee Attendees: Becky Briggs (Committee Chair), Nikhil Bijlani, Jennifer Hester, Michael Scott, Susan Prince

Staff: Cindy Rivarde, Richelle Wilson, Amanda Bosland

Not Present: Richard Alvarez

1. Introductions – Call to Order Becky Briggs 2:05pm
2. Staff Update
 - Ms. Bosland provided a summary of REDI’s marketing communications activities from her time of hire as REDI’s Communications Manager including the curation of digital content that positions REDI as a leading source of business and industry news, engaging with the business community by attending ribbon cuttings, events and awards, fostering relationships with key partners and stakeholders, and updating demographic information with newly acquired data tool, ArcGIS Business Analyst. Ms. Rivarde added the revamping of REDI’s image library and the growth of REDI’s newsletter subscribers, and Ms. Wilson highlighted the marketing campaign for the upcoming REDI business survey.
3. Review FY 2022 Marketing Plan
 - The FY 2022 Marketing Plan was reviewed
 - Ms. Bosland presented REDI’s marketing communications performance measures as of Q2 FY 2022.
 - Ms. Rivarde noted that the marketing communications performance measures are part of a larger set of performance metrics in REDI’s agreement with the City.
 - The committee discussed how performance measures/metrics should relate to outcomes that can be tracked and evaluated. Ms. Rivarde noted that while market trends and conditions should be highlighted in REDI’s communications, performance metrics should not be linked to outcomes over which REDI has no direct control, such as number of jobs created.
 - The committee will review and comment on performance measures/metrics for the REDI Board of Directors 2022 Working Session meeting in April, and for the consideration by the City in FY 2023

4. Explore Rockville Tourism Website

- Ms. Bosland provided an update on the Explore Rockville tourism website including REDI's role in the contribution of social media content, blog posts and events.
- The committee discussed developing a photo campaign from Rockville residents and businesses to generate new content and increase awareness of the tourism campaign
- The committee discussed the development of a 'restaurant passport' program to highlight Rockville's international cuisine options and multiculturalism
- The committee discussed planning a campaign for the launch of Explore Rockville tourism website

5. Other Business

- None

Next Meeting: TBD