



ROCKVILLE ECONOMIC DEVELOPMENT, INC.
EXECUTIVE COMMITTEE
MINUTES
March 8, 2022, 4:30 p.m.
VIA Zoom Meeting

Committee Attendees: Susan Prince, Nancy Regelin, Todd Pearson

Absent: Jennifer Hester, Bridget Donnell Newton

Staff: Cindy Rivarde, Richelle Wilson

1. CEO report

- a. Discuss Bio Trade Show Participation. The State Department of Commerce has requested a donation of \$5,000 to the Bio trade show in San Diego. The presence of exhibitors has been significantly reduced, and the booth will not have meeting space or a large footprint. A donation will result in use of the REDI logo on the booth and in other materials. The Committee agreed to the \$5,000 contribution and that REDI staff should not attend this year as MCEDC will be attending and will be able to represent Rockville. The Committee asked that Commerce 1) indicate what virtual presence REDI will have; 2) request at least 2 Rockville companies getting a “scholarship” to attend; and 3) find out what the location at the show will be and how visible REDI will be. Ms. Prince noted that REDI communications staff could amplify our social media messaging during BIO to get a push in visibility.
- b. Business Survey. The Business Survey work has been delayed and Ms. Wilson is working with the contractor on a revised schedule. The findings will not be available in time for the Board offsite. The focus group with HR professionals is upcoming. Ms. Wilson has been working with the consultant to develop the contact list for an electronic survey.
- c. Tourism Website Status. Amanda Bosland is working with Visit Montgomery staff on building out the directory and other content. Visit Montgomery indicated a launch is targeted for this month.

2. Board Business

- a. Strategic Planning. The Committee agreed to ask the Board to cancel the April 28th meeting as it is close to the offsite date of April 30. The location has not yet been determined. It was generally agreed that Glenview Mansion was not a good location, and that a conference center would be better. Ms. Rivarde will ask Ms. Hester if the Conference Center at the EMMES building can be utilized. As a back up Ms. Regelin will find out if the Shulman Rogers Conference Center is available April 30. It was noted that the offsite is subject to the open meeting act requirements, and that minutes will need to be taken in the breakout sessions again.

Richard Heapes from Streetworks has been secured as a speaker. Ms. Prince noted that the overarching theme of placemaking and the identify of Rockville will frame the conversations. Break out sessions are expected to include marketing and business attraction, retention and expansion again. It was agreed that the talent gap and workforce needs has moved down as a priority for REDI as Workforce Montgomery has taken the lead on these issues. REDI will still support, but it does not need to be a top priority where REDI leads the conversation. For the third break out session, Ms. Prince suggested that we could look at placemaking and identity in the context of arts and culture. This means the entire entertainment fabric of Rockville including the dining scene. It was noted that the business survey input thus far, and other trends are showing that a return to work is dependent on amenities and worker desire to be in a location. In addition, the City is moving forward in its budget to create a full time arts position, and has given direction to pursue an arts and entertainment district. The exiting adopted arts and culture plan of the City and the 2019 cultural study advocate for integrating all the diverse cultures in Rockville into a visible identity. The Committee agreed that the time was right to focus on these topics so that Rockville and REDI are forward thinking instead of reactive as we come out of the pandemic.

- b. Next Board Agenda. Ms. Rivarde will give a presentation on the economic impact of the arts in order to set the stage for the offsite discussions.

3. Other Business
None.

Next Meeting April 12, 2022, 4:30 p.m., Via Zoom.