



Marketing Committee Meeting Minutes
March 30, 2022 – 1:00pm
Via Zoom

Committee Attendees: Becky Briggs (Committee Chair), Susan Prince

Staff: Richelle Wilson, Amanda Bosland

Not Present: Richard Alvarez, Jennifer Hester, Michael Scott, Nikhil Bijlani

Call to Order – Becky Briggs: 1:10pm

1. Explore Rockville Tourism Website

- Test server feedback
 - Hyperlink businesses in itinerary
 - “Plan a visit” page content – what is the focus? Suggestion to provide explicit info on how to travel in and around Rockville (Eg. Highlight metro stations with address, cost of ticket, alternatives to public transport)
 - Add map to district sections and/or home page
 - Run 508 compliance
 - Correct social media hyperlinks
 - Graphic assets and placeholder logo for social media pending
- Soft-launch plan
 - The committee determined that prior to creating a timeline for a soft launch. REDI’s Communications Manager will meet with Visit Montgomery to determine the time and steps need to make the changes to the website
 - The committee suggested marketing tactics and collateral for launch:
 - Collateral highlighting the districts in Rockville and the Explore Rockville logo
 - “Why/what I love about Rockville” video

2. Other Business

- The committee discussed preliminary plans for the marketing sections of the Board working meeting on April 30, 2022
- The committee discussed onboarding an intern to assist with REDI’s marketing communications projects

Next Meeting: TBD