



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

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

**Committee Attendees:** Susan Prince, Nancy Regelin, Todd Pearson, Jennifer Hester, Bridget Donnell  
Newton

**Absent:** Todd Pearson

**Staff:** Cindy Rivarde

1. CEO report

a. Economic Development.

- i. Tourism Website is set to launch the week of April 18 with a marketing campaign that Amanda Bosland is putting together.
- ii. Upcoming Feature for Rockville for Fox Zip Trip is scheduled with Visit Montgomery for July. They will need to close the block in front of World of Beer for filming.
- iii. REDI is partnering with City Staff led by Hjarman Cordero on a Love Rockville Day for June 11<sup>th</sup> where businesses will help the David Scully neighborhood with some improvement projects.
- iv. REDI is supporting the Chamber's job fair at Montgomery College on April 28<sup>th</sup> and will have a booth. Ms. Rivarde noted that the City will also be featuring some open positions. Worksource Montgomery is also participating.
- v. REDI is sponsoring the Hometown Holidays event May 28-29 at Redgate Park and will have a booth where we can feature the new tourism website.
- vi. The Business Survey is moving along, and the online survey will be deployed by the end of April. Richelle Wilson has been working with the consultant on putting together the distribution lists with Dun and Bradstreet information.
- vii. Susan Prince and Richelle Wilson had a successful presentation to WECA about what REDI does. They would like REDI to return and present on the tourism website. The arts council also would like a presentation.

b. MWBC.

- i. The MWBC Advisory Board finished its last day of strategic planning and Morgan Wortham is preparing a summary that will be given to the Board. They highlighted a need to focus on market identification and communication outreach. Ms. Regelin noted that all of the agencies represented by the Board struggle with similar issues.

- ii. Reporting for the quarter on Core and CARES Act is due by the end of April, and the CARES ACT will close out after the end of the grant period in May. Morgan Wortham is working closely with Vault on the paperwork.
- iii. Morgan Wortham visited the Howard County Innovation Center and they are interested in MWBC having an office there. Helen Propher at Frederick County EDO and Lisa Smith at the Bowie BIC are both retiring, so Morgan is working with them to set up agreements for next year. Lisa Smith may return as a consultant for the BIC.
- iv. REDI staff is meeting with MCEDC to discuss MCEDC's Women's Incubator Program to see how MWBC can participate.

2. Board Business

- a. Strategic Planning for April 30. The Committee decided that they would prefer the working session to be remote rather than in person due to the rise of another COVID strain. The Committee discussed the proposed agenda, and Ms. Rivarde will finalize materials with Ms. Prince. The Mayor will provide a short description of Mayor and Council priorities that can be shared with the Board.

3. Other Business

None.

**Next Meeting** May 10, 2022, 4:30 p.m., Via Zoom.