



Marketing Committee Meeting Minutes
April 19, 2022 – 2:00pm
Via Zoom

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

Staff: Richelle Wilson, Amanda Bosland

Guests: Leticia Engel (Visit Montgomery)

Not Present: Richard Alvarez, Jennifer Hester, Michael Scott

Call to Order – Becky Briggs: 2:05pm

1. Explore Rockville Tourism Website

- Development Updates
 - Visit Montgomery provided updates on the changes to the website as requested by the committee, and will be set to “live” within a week
 - Visit Montgomery will provide the Explore Rockville brand package to REDI
- Soft-launch plan
 - The public launch of Explore Rockville at the Hometown Holidays festival was confirmed (May 28 and 29, 2022).
 - REDI will work with the City and Mayor & Council on the run of show of the public launch
 - Explore Rockville will exhibit at Hometown Holidays with the following considerations:
 - Ensure a firm call to action at the booth such as a QR that leads to the website
 - Leverage the social media buzz around Hometown Holidays ahead of the event to publicize Explore Rockville’s launch and presence at the festival
 - Engage the public with giveaways to generate social media reach
 - The committee discussed working with local vendors when possible in the production of Explore Rockville promotional items:
 - a. Tablecloth
 - b. Pull-up Banner
 - c. T-shirts
- The committee discussed the possibility of collaborating with Rockville Rewards program
- Engagement and outreach plan for Explore Rockville needs to be created

- Local Media
- Residential Real Estate/Landlords
- Hotels
- Community Associations
- Geographically specific social media Groups

2. Other Business

- REDI anticipates having 2 interns from the Summer Rise program join over the summer

Next Meeting: TBD