



**REDI Board of Directors Meeting
MINUTES
May 26, 2022, 7:30 a.m.
VIA Zoom**

Board attendees: Richard Alvarez, Nikhil Bijlani, Becky Briggs, Angela Chaney, Dale Cyr, Rob DiSpirito, Marji Graf, Kimberly Kelley, Bei Ma, Dan Mallon, Bridget Newton, Suzanne Osborn, Susan Prince, Nancy Regelin, Michael Scott, Morgan Sullivan, Bill Tompkins

Absent: Ahmed Ali, Ben Anstrom, Jennifer Hester, Todd Pearson, Carla Merritt

Other attendees:

Staff: Cindy Rivarde, Richelle Wilson, Morgan Wortham, Rachele Williams, Amanda Bosland, Karen Kalantzis

Other: Angela Judge (City of Rockville), Judy Rudolph (Rockville resident)

1. Call to Order, Welcome, and Remarks – Susan Prince

- a. Susan Prince called the meeting to order at 7:35 a.m.

2. Operational Items

- a. Approval of Minutes (March 24 and April 30) – Susan Prince

Mr. Tompkins noted a need to correct “VLG” to “VLT” in the March 24th minutes.

ACTION: Marji Graf made a motion to approve the March 24 and April 30 minutes with the correction indicated by Mr. Tompkins, which was seconded by Suzanne Osborn and passed unanimously.

- b. Treasurer's Report – Todd Pearson

Mr. Pearson was not able to make the meeting. Ms. Rivarde noted that March financials were included in the Board packet. Ms. Rivarde also noted that REDI’s contract with Vault Consulting was expiring, and that the Finance Committee agreed to move to Rhonda Devan’s firm. She noted that Mr. Person commented that Ms. Devan was exceptionally talented when on the Vault team. All parties are willing to allow transfer of the client account.

3. CEO Report

a. Economic Development – Richelle Wilson/Cindy Rivarde

1. Business survey update and marketing plan - Ms. Wilson reported that even though the Business Survey is Rockville specific, input from ALL businesses is welcomed, even if they aren't in the Rockville area but are doing business in Rockville. There have been 90 completed surveys with reminders going out twice a week to try and reach the goal of 150. Ms. Wilson stated two restaurants in Rockville; El Mercado, and Thai Chef, have been recognized in the "25 favorite new restaurants listing in the Washington Post.
2. Fox Zip Trip – Rockville will be working closely with Visit Montgomery to aid in the Zip Trip – their requested location is the Historic Courthouse or Town Center. REDI will make sure City staff receive the specifications.
3. Clean up/Volunteer Rockville Day – REDI partnered with the City and other organizations for a volunteer day to beautify an area near David Scull Park. The event will be June 11 from 10 a.m. to noon. Activities will include planting flowers, stream clean-up, and dissemination of information on employment, housing, and insurance.

b. MWBC – Morgan Wortham

1. Second SBA Core Grant – The SBA granted a second Core Grant to MWBC in the amount of \$150,000 for operations at Bowie State University, a historically black university. This grant also requires a 1 to 1 match, as well as a formal agreement with Bowie State University (a draft of which was circulated to the Board). The main requirements under the agreement include MWBC hiring a staff member to manage the location, as well as continue providing programming and support that includes access to students. The agreement will cover one year term with two additional year extensions, which aligns with SBA's three-year grant renewal
Action: Nancy Regelin made a motion to authorize staff to enter into the agreement with Bowie State and to accept the SBA Matching Grant, which was seconded by Marji Graf and passed unanimously
2. CARES Act Grant – The Cares Act Grant ended on April 30. Ms. Wortham stated we were able to spend down the funds, and have 90 days after April 30th to submit the final reports.
3. SBA Payments – We were able to draw down the remaining \$75,000 for the remaining payments of the FY2021 Core Grant. We are still waiting for authorizations for the remaining CARES Act funding as well as payments under the Core Grant for FY2022. We are still working on changing the banking information in the Federal PMS system.

4. Presentations – Cindy Rivarde

Ms. Rivarde presented the proposed draft Strategic Initiatives and Work Plan for FY 2023. The top priorities are:

- Marketing – showing how Rockville is desirable and highlighting its diversity, support of youth development, creativity and arts/culture, and its healthy and environmentally sustainable lifestyle.

- Business Retention/Expansion/Attraction – showing businesses how their needs can be met in Rockville, providing resources and information as well as helping to create an environment that meets business and workforce needs.
- Creative Industries and Placemaking – helping to create a place where people want to be and promoting the amenities and quality of life that attracts workers.
- Small Business Support
 - Programming for MWBC – being client and market focused working to refine understanding of the needs of women entrepreneurs in our service area.
 - Communication regarding MWBC to raise awareness of services and expertise.
 - Rockville Market – providing focused support to Rockville businesses and tracking impact.
 - Operational Funding – finding recurring funding for operations and programming.

The Board discussed the use of various diversity, equity and inclusion terminology to make sure the language is as up to date as possible.

Action: Nancy Regelin made a motion to accept and adopt the proposed FY23 Strategic Initiatives and Work Plan with the changes discussed, which was seconded by Richard Alvarez and passed unanimously.

5. Strategic Items

- a. Workforce Education Committee – Dr. Kim Kelley
With the change in priorities, it was decided to remove reporting out from this committee for the time being.
- b. Incentive Review Committee – Dan Mallon
Mr. Mallon stated two businesses have applied for the MOVE/Expansion grant and seven for the Small Business Impact Fund grant. The Committee is reviewing the applications. The next deadline for applications is September 30.
- c. Marketing Committee - Becky Briggs
Ms. Briggs reported that there will be a booth for Explore Rockville for Hometown Holidays on Memorial Day Weekend at Redgate Park to get the word out and to have an official launch event. The Chamber is also organizing the Taste of Rockville, so there will be several local restaurants at the event.
- d. MWBC Advisory Board – Nancy Regelin
Ms. Regelin noted the advisory board will be scheduling a meeting in June.

6. Brief Partner Updates:

- a. Rockville Chamber of Commerce – Marji Graf
In addition to the upcoming Hometown Holidays and Taste of Rockville, Ms. Graf stated the Public Safety awards on June 8 at Lakewood Country Club are sold out with 220 attendees. In addition, Rockville Chamber Golf Tournament will be held July 18 at Montgomery Country Club, with breakfast provided at 8:30 a.m. Sponsorships are still available for purchase.
- b. The City of Rockville – Mayor Newton/Rob DiSpirito
Mayor Newton noted there is a vigil to have a call to action for gun violence at the Grey Courthouse. She noted that a Mini Mayor has been chosen, and on June 6 he

will join the Mayor Council meeting. On June 18, the Suds & Soles 5k race will take place through downtown Rockville. Also, the City will observe Juneteenth on Saturday, June 19, with a panel discussion and community service activities. Finally, there will be festivities, entertainment, and food for Independence Day at Mattie J.T Stepanek Park at 7 p.m. Mr. DiSpirito reported Mayor & Council received a briefing on the Kingfarm Farmstead market analysis report, which will be back on the agenda on July 18 to continue the discussion. A discussion of Rockville Shopping Centers is scheduled for June 6th. Tyree Davis will be joining the City Staff as the new DEI expert.

- c. MCEDC – Bill Tompkins
Mr. Tompkins announced MCEDC approved \$50,000 in support for MWBC programming. On June 6, they will review the request for funding for the Small Business Impact fund. On May 4, the Fed Committee of the county council reviewed MCEDC's budget proposal and unanimously approved a recommendation for an increase from \$5 million to \$6.2 million for FY23.
- d. Maryland Department of Commerce – Carla Merritt
Ms. Merritt was not present

The meeting adjourned at 9:02 a.m.

Upcoming Important Dates:

Rockville Public Safety Awards	Wednesday, June 8, 11:30 am-1 p.m., Lakewood Country Club
Rockville Day	Saturday, June 11, 9 a.m.-2 p.m., David Scull Park, 1133 First Street
Executive Committee Meeting	Tuesday, July 12, 4:30 p.m.
Finance Committee Meeting	Tuesday, July 12, 5:30 p.m.
Board Meeting	Thursday, June 23, 7:30 a.m.