



Marketing Committee Meeting Minutes
June 22, 2022 – 2:00pm
Via Zoom

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

Staff: Richelle Wilson, Amanda Bosland

Not Present: Richard Alvarez, Jennifer Hester, Nikhil Bijlani

Call to Order – Becky Briggs: 2:05pm

1. Explore Rockville

- The committee discussed the launch of Explore Rockville on Saturday, June 28, 2022 during the Mayor & Council's address at Hometown Holidays in RedGate Park. Staff reported positive feedback from event attendees who visited the Explore Rockville booth during the two-day event. Staff shared a link to an article about Explore Rockville with the committee (<https://rockvilleredi.org/new-tourism-website-explore-rockville-launches-at-2022-hometown-holidays/>)
- The committee discussed focusing on growing the Explore Rockville directory and presence in FY 23

2. Other Business

- Staff discussed an upcoming opportunity for the promotion of Explore Rockville and MWBC Shop Local. Visit Montgomery's secured Rockville as Fox 5 DC's Zip Trip filming location on Friday, July 8, 2022 and is working with REDI to coordinate the event, and to highlight local businesses and organizations. The committee discussed promoting the event on Explore Rockville, stakeholders to be notified about Zip Trips and

Next Meeting: TBD