



**Marketing Committee Meeting Agenda**  
**October 21, 2022 – 10:00am**  
**via WebEx**

**Committee Attendees:** Bei Ma (Committee Chair), Susan Prince, Michael Scott, Richard Alvarez

**Staff:** Cindy Rivarde, Amanda Bosland

**Not Present:** Nikhil Bijlani

Call to Order – Bei Ma 10:05 am

1. Staff Report
  - REDI Communications Manager presented Q1 FY23 REDI website and social media metrics and May and June metrics for Explore Rockville website and social media.
  - The Committee agreed to continue receiving quarterly updates
2. Brainstorming Committee Mission/Objectives
  - The Committee proposed the following ideas:
    - Train board on how to promote REDI services, make an agenda item at January Board meeting
    - Create themed content that can feature multiple businesses. Published quarterly
    - Have board members write themed articles on health and wellness featuring multiple Rockville businesses/services.
3. REDI x Art Connection in the Capital Region Exhibit and Programming
  - REDI Communications Manager provided an overview of the campaign with the nonprofit
    - <https://www.artconnection-cr.org/>
    - Art will be on display for 3 months (November 2022 – January 2023)
    - Potential programming could include curator talks with brokers/building owners and public exhibition times
    - The Committee discussed the impact of art on health
4. District Branding: Rockville Town Center
  - The Committee discussed the need for a task force to develop an RFP (if necessary) that includes stakeholders like the new owners of Rockville Town Square, Morguard, Comstock, and the City. Communications Manager connect with stakeholders for taskforce
5. Other Business
  - REDI CEO proposed REDI leading a location branding RFP for the attraction and retention of life science companies, akin to Silicon Valley's and its target industry, IT. The subject location covers multiple jurisdictions and would require input from these stakeholders. REDI CEO will update draft scope of work for Committee review.