



**Marketing Committee Meeting Agenda**  
**February 13, 2023 – 1:00pm**  
**via Zoom**

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

**Staff:** Amanda Bosland, Richelle Wilson

**Not Present:** Richard Alvarez, Nikhil Bijlani

**Call to Order – Bei Ma 1:05pm**

- **Staff Report**

REDI Communication Manager presented Q2 FY 23 REDI website and social media metrics, and July – December 2022 metrics for Explore Rockville website and social media.

- **Ongoing Projects**

REDI Communications Manager provided an overview of the following ongoing projects

1. REDI. Set. Art – Art Connection in the Capital Region x REDI
  - i. Committee Chair mentioned her plan to collaborate with REDI for a new art exhibit in March 2023
2. Business Profiles: Black History Month
  - i. ACB Precision Focus Photography
  - ii. Eko House
3. Life Science Branding Project
  - i. Committee Chair commented on selection process which resulted in Medium Giant as the highest scoring candidate

- **Upcoming Projects**

REDI Communications Manager provided an overview of the following upcoming projects

1. Women’s History Month Campaign “Honoring the Accomplishments of Women”  
MWBC x REDI
2. International Dining Project -
3. Rockville Town Center Marketing Task Force

- **Proposed Projects**

Committee member Michael Scott presented a mock-up of a proposed social media campaign that highlights the businesses and places in Rockville that business leaders in the community patronize to maintain and boost mental health during winter. The campaign mockup featured a social media graphic with a headshot of a businessperson with a quote.

The Committee discussed making the campaign a year-long, sustained campaign vs. seasonal.

The Committee also discussed the resources needed to develop (business outreach, collection of media, creation of graphics) and sustain the campaign considering the number of ongoing and upcoming marketing projects.

REDI Communications Manager to provide a comprehensive list of projects (ongoing and upcoming), and REDI Deputy Director to review the marketing budget and present funding allocations.