



**ROCKVILLE ECONOMIC DEVELOPMENT, INC.
EXECUTIVE COMMITTEE
MINUTES**

October 10, 2023, 4:30 p.m.
Hybrid Meeting – REDI office and Zoom

Committee Attendees: Susan Prince, Bridget Donnell Newton, Nancy Regelin, Todd Pearson

Absent: Be Ma

Staff: Cindy Rivarde, Richelle Wilson, Danette Nguyen

1. CEO

a. General

- i. Staffing - Francisco Cartegana started today as the new Program Manager for BSU. He comes to REDI from USG's Innovation Center.
- ii. Equity Score - Ms. Rivarde is negotiating the contract to have the initial Equity score generated from the Equity Brain Trust – and will request additional funding from the City to complete the scope of work.
- iii. Cyber Insurance - Cliff Viers generously obtained a quote for Cyber Insurance that can go in effect prior to all the IT upgrades being completed for a cost of \$1800. Ms. Rivarde will procure the insurance and add the funding into our annual budget request with the City.
- iv. IT Contract - The new contract with Airiam has been signed, and the team is working on the upgrades, which will focus on individual device protection.

b. Economic Development

- i. Secretary of Commerce Visit - REDI co-sponsored the recent visit to Montgomery County by Secretary of Commerce Kevin Anderson. Most of the sites visited were in Rockville. REDI provided the Secretary with a branded box of products created by Rockville companies.
- ii. Destination Marketing Presentation - Ms. Rivarde served on a panel with Bill Tompkins from MCEDC and Sharon Disque from the City of Gaithersburg talking about economic development with the destination marketing folks. The discussion was hosted by Visit Montgomery. It is noted that room nights in the area are almost back to pre-pandemic levels.
- iii. Life Science Branding - Medium Giant will be coming to town for their immersion tour the week of October 23rd. Ms. Prince suggested having dinner with them. They will be visiting a number of businesses to get an idea of the work being done here – and Facility Logix is working with Ms. Wilson to set up visits. There is one more focus group to complete that includes larger companies. USG and WMATA will be participating.
- iv. RISE Zone - Ms. Rivarde's meeting with Anne Khademian of USG was postponed. She will see if there is interest in jointly working to set up a RISE zone. Katie Gerbes on planning staff helped set up the zone for College Park, and will assist.
- v. Rock East - Ilana Preuss of Recast Cities kicked off the contract. Staff is working with her to compile a list of businesses and leaders who should be engaged. A meeting was held with ProMark and VisArts to discuss the potential mural on the ProMark property. Everyone is excited about the opportunity. Karyn Miller from the City is also participating. Ms. Wilson also met with Anita Neal Powell, who is excited in participating and providing engagement with the adjacent community.

- vi. Economic Impact Analysis – Ms. Rivard is working with Bill Tompkins of MCEDC to see if the County can develop a model to look at the impact of the MOVE/Expansion incentive programs, and possibly the Small Business Impact Fund. There was a discussion generally of economic impact modeling, and Ms. Wilson will look into consultants that could assist with future modeling. It was noted that the Implan approach is typically costly, time consuming, and needs a highly trained technician to put it together.

c. MWBC

- i. Governor Citation – MWBC received a Governor’s Citation for service to the women-owned business community. The Citation was presented by Y. Maria Martinez, the Special Secretary for the Office of Small, Minority and Women Business Affairs. Ms. Martinez will also be coming to see Shop Local next week. Ms. Nguyen noted that she is looking at the possibility to have an amazon shop for clients. The Committee also encouraged finding a way to have Shop Local clients to have products showcased at other area businesses that might carry local products.
- ii. GrowthWheel – MWBC has fully migrated from Neoserra as a CMS system to GrowthWheel. Clients seem to be pleased with the change. The interface is much more modern, and ties into materials and on-demand programming.
- iii. CORE/BSU SBA – The FY24 applications for CORE and BSU were both completed and accepted prior to the potential Federal Government shutdown date. Ms. Nugyen will work to close out and obtain the last quarter funding for FY23 prior to the next potential deadline.
- iv. Frederick Grant – Ms. Nuygen and Ms. Kalantzis met with the Frederick City and County Economic Development staff. The City had good input on the grant program for creative industries, but does not appear to be contributing to the grant funds. The County has shown some interest, but wants some tweaks to the presentation before submitting to the County Executive.
- v. IntHerAct – the next event will be October 19th at a distillery in Frederick. Already half of the slots are filled. Last time, most sign ups were the days just prior.
- vi. Howard County – Ms. Nugyen has entered into an arrangement with The Third and HCEA for a second Shop Local program at The Third. She also submitted a funding request to HCEA to support a business counselor in Howard County.

2. Board Business

- a. October BOD Agenda – The main presentation will be by SnyderCohn of the FY2023 audit.
- b. The holiday party date of December 6th from 5 -8 p.m. was confirmed. This will be for REDI staff, Board Members, Mayor and Council, and some key City staff people.

3. Other Business

- a. None

4. **Next Meeting** November14, 2023, 4:30 p.m., Hybrid/Zoom.