



Marketing Committee Meeting Minutes
September 18, 2023 – 3:00pm
via Zoom

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

Staff: Amanda Bosland, Richelle Wilson

Not Present: Richard Alvarez, Nikhil Bijlani

Call to Order – Bei Ma: 3:05pm

Staff Report

- FY 23 marketing highlights from REDI's Annual Report were reviewed including Explore Rockville: Global Bites project that will be held again next year as an event in Rockville Town Square.
- The management of Rockville Rewards program has transitioned from Greater Rockville Chamber of Commerce as of August 2023 with the goal of incorporating it into Explore Rockville. During FY 24, REDI will maintain the program's current structure and make recommendations for changes for FY 25. Staff will send the current program guidelines to Committee members for comments.
- REDI is beginning work on the Rock East Expansion program, funded by Montgomery County's Placemaking grant. An initial kick-off meeting with stakeholders, business and community members will be held on October 3rd.
- Medium Giant is continuing its work on local focus groups for the life science branding project and expects to present an initial concept at the start of 2024. The Committee Chair recommended coordinating a stakeholder call for concept feedback.

FY 24 Marketing Work Plan

- The committee made recommendations to align REDI's target industry messaging with campaigns led by Montgomery County Economic Development, while continuing to develop placemaking initiatives and highlighting the city's dining, shopping and recreation assets, and also focusing on small manufacturing.
- The Committee also noted the need to better align its function to support REDI's other sub-committees which would allow for a more strategic approach.

Other Business

- Board Chair/Marketing Committee member Prince had technical difficulties that prevented her from participating in the discussion of previous agenda items.
- The full committee discussed the impact of crime on marketing efforts. Staff noted that REDI/Explore Rockville's messaging focused on positive messaging that portrays a balanced perspective of working and living in Rockville.
- Staff reviewed upcoming events:
 1. Annual Report Presentation – 9/18 approx. 8pm
 2. 16th Annual King Farm Fall Festival - 10/1 – REDI/MWBC exhibiting
 3. GRCC Real Estate Panel – 10/17
 4. Economic Development Week – 10/23 – 10/27
 5. GRCC Economic Development Panel - 11/20