



ROCKVILLE ECONOMIC DEVELOPMENT, INC.
EXECUTIVE COMMITTEE MINUTES
May 14, 2024, 4:30 p.m.
Hybrid Meeting – REDI office and Zoom

Committee Attendees: Susan Prince, Nancy Regelin, Todd Pearson, Monique Ashton

Absent: Be Ma

Staff: Cindy Rivarde, Richelle Wilson, Danette Nguyen, Amanda Bosland

1. CEO

a. General

- i. Agreement with the City – The Mayor and Counsel received legal advice from the City Attorney the night before. The Acting City Manager met with Ms. Rivarde to talk through some of the business points. It appears that there will again be a multi- year agreement. The next step is for a draft to be provided to REDI to review.

It was noted that REDI needs to communicate more with Mayor and Council about their efforts as well as showing results and impact. Mr. Pearson suggested that an internal team be created to develop the best way to thoughtfully tell our story.

It was also noted that we might want to benchmark other economic development groups, and that Howard County might be funding their small business impact fund at a higher level.

- ii. REDI Retreat Recap - Ms. Rivarde noted that the retreat minutes included the notes provided from each breakout group. From the discussion, she created a Potential Priorities document that the Executive Committee reviewed. She will refine this for the Board and create the draft strategic plan goals for the June Committee meeting. It was noted that the Shulman Rogers venue works very well, and Ms. Regelin was thanked for providing the space. Feedback highlighted that signage for the garage, elevators and breakout rooms would enhance the experience next time.

Ms. Prince reported meeting with Lily Qi, who agreed with the focus on Clean Tech and Small-scale manufacturing. It was suggested that REDI find ways to align its strategic efforts with those of the State.

- iii. City Retreat Recap – Mayor Ashton noted that the Mayor and Council had a second portion of their retreat/working session on Monday night. They determined that there were three top areas of problems to address: Public Safety, Economic Development and Housing. Other functions in the city are still important – but these were the three top areas for specific focus because of issues at this point and time. For Economic Development, Mayor Ashton noted that the Mayor and Council wanted economic development that works for all, including small businesses and minority owned businesses, including promoting financial literacy and empowerment. They want to position Rockville as a place of choice for residents, businesses, visitors and workers. It is anticipated that there will be a workshop on Economic Development around September.

b. Economic Development

- i. County MOVE program – the County is moving towards codification of their MOVE program to provide greater funding, higher maximum awards, and to allow grants for expansion projects. It was noted that the County program significantly benefits the City of Rockville, as the city and county programs can be paired for applicants. Evan Glass' office requested a letter of support for the action to codify the program. Ms. Rivarde provided the presentation given to Mayor and Council in January that outlined the positive economic impact of the city's program. The Committee determined that sending a letter of support with the Greater Rockville Chamber should not be provided, and that the information in the public presentation to Mayor and Council was sufficient. REDI should not be in a position of lobbying.
- ii. Rock East Update – Anya Bijlani will be assisting with business engagement during a summer internship. Ms. Wilson is in the process of working out a grant extension and amendment with the County, as all of the funds for the county placemaking grant have not been expended.
- iii. Life Science Branding – Medium Giant is meeting with stakeholders. Ms. Wilson will get an updated schedule from them.
- iv. Artist Terry Thompson – The Committee noted the beautiful show of Mr. Thompson's work in the office. His artist talk will be Tuesday, May 21st in the evening. Mr. Thompson is a Baltimore based artist who works as a banker and international DJ. His work is highlighting the importance of creative industries and intersection of art and business.
- v. Global Bites – the Global Bites Fest event will be held June 22 at Town Square in partnership with Morguard. We anticipate food offerings, booths, and cultural programming. REDI will be selling the Rockville Rewards access at the event, which can be used as the dining passport. This will follow with 2 weeks of dining events and deals around the city.

c. MWBC

- i. In the interest of time, no updates were given.

2. Board Business

- a. Per the By-Laws, election of officers is upcoming. At the May meeting, the Board Chair will encourage those interested in serving in contacting Morgan Sullivan, the Chair of the Nominating Committee.
- b. It was noted that By-Laws will need an amendment in the event the city determines that the Mayor and City Manager board membership must be non-voting. The Committee was not interested in revisiting term limits at this time.
- c. Discussion of the MWBC Advisory Board Members/Committees was deferred in the interest of time.

3. Other Business

- a. None.

4. **Next Meeting** June 11, 2024, 4:30 p.m., Hybrid/Zoom.