



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

July 9, 2024, 4:30 p.m.

Hybrid Meeting – REDI office and Zoom

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

Absent: None

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

1. Closed Session. The Committee voted to go into closed session at 4:34 p.m. for the purpose of consulting with staff about pending or potential litigation and to discuss a personnel matter that affects one or more specific individuals under the provisions of Article Sections 3-105(b)(1) and (8) of the Open Meetings Act. The Committee returned to open session at 5:19 p.m. No votes were taken.
2. CEO Report.
 - a. General
 - i. FY25 Strategic Plan and Goals – the Committee directed Ms. Rivarde to circulate the draft to the full Board ahead of sending out the board packet for the July Annual Meeting so that they would have ample time to review. The Mayor noted that staff and the board should be prepared for the workshop with Mayor and Council in October by being prepared to 1) lay out the landscape of the Rockville economy and market, 2) outline REDI's approach to addressing goals and needs and 3) make it clear why any requests for more funding (like that for a business development position) would benefit the city. It was noted that it will be important to show the impact of REDI activity, rather than just activity. The Committee agreed that it should have one or two prep sessions with staff prior to the workshop.
 - ii. Human Resources Services – Ms. Rivarde is getting quotes from HR providers to assist with 1) a Handbook update, 2) an update of hiring forms, 3) training programs. The City did not fund REDI's request for JEDI-B training for FY25. This continues to be a need. The use of e-verify for I-9 processing will be handled by Devan Consulting.
 - b. Economic Development
 - i. Global Bites Recap – Ms. Rivarde noted that the Global Bites Fest and Dining Days program had some successes, and also some areas that did not work well, which is to be expected from piloting a new program. The

cultural programming at the Fest was well received, and the event was well attended. However, it was a heavy lift for staff, taking a lot of capacity. In addition, it was hard to get restaurants to participate in the Fest or in Dining Days – which may indicate that the opportunity is not of interest or needed by restaurants. Ms. Rivarde noted that she had spoken with Brian Barkley from the Chamber and Linda Moran from the City Manager’s office about convening to reformulate what everyone wants to achieve through the efforts – especially Rockville Rewards. Only 30 Rockville Rewards cards were sold this year through the digital program. Ms. Bosland and staff will gather more information from the participating charities to understand what their sales are and whether purchasers are finding value or using the cards. It may be that the program has run its course. It was noted that staff should consider what problems are trying to be solved with all of these efforts to better align efforts. It is possible turning toward marketing and co-sponsoring the numerous food festivals that take place in Rockville might be a better approach to consider.

- ii. Rock East Update – Ms. Wilson has submitted a grant amendment to the County that includes purchasing technical assistance for small scale manufacturing businesses.
- iii. Life Science Branding – Medium Giant is finalizing the focus meetings with regard to naming. They are finding something obviously descriptive like Maryland Bio Corridor is polling the most positively. Ms. Prince will attend the next meeting. Once the name is finally selected, they can move onto the look.

c. MWBC

- i. Shop Local. Ms. Nguyen was successful in obtaining \$140,000 in funding from Bowie to establish a location in Bowie Town Center and to provide additional counseling services to Bowie businesses. She also received funding from Howard County and the State for the locations in Old Ellicott City and Savage Mill, both of which opened with new cohorts last week. Rockville also installed its new cohort last week.

3. Board Business

- a. Draft BOD Agenda – The July meeting will be the Annual Meeting focused on adoption of the Strategic Plan and Goals and annual budget. The new City Manager should be on board by then.
- b. By-Laws – Ms. Rivarde reminded the Committee that REDI will need to revise By-Laws.

4. Other Business

- a. None.