



**ROCKVILLE ECONOMIC DEVELOPMENT, INC.**

**EXECUTIVE COMMITTEE MINUTES**

January 14, 2025, 4:30 p.m.

Hybrid Meeting – REDI office and Zoom

**Committee Attendees:** Nancy Regelin, Bei Ma, Susan Prince

**Absent:** Todd Pearson, Monique Ashton

**Staff:** Cindy Rivarde, Amanda Bosland, Richelle Wilson, Francisco Cartagena

1. CEO Report.

a. General

- i. CEO Accomplishments, 2024 – Ms. Rivarde submitted the statement of her accomplishments for her 6<sup>th</sup> year leading REDI.
- ii. Staff Changes – Ms. Rivarde informed the Committee that an offer has been given to Priscilla Der to join as the Administrative Coordinator. This will involve a fee to Roth Staffing for recruitment. There were over 68 applicants for the MWBC Managing Director position. Staff held 15 phone interviews and 9 in person interviews. Finalists will be interviewed by a panel that includes Ms. Regelin and the Mayor on Thursday. It was a great pool of applicants.
- iii. Handbook Revisions – Devan Consulting provided suggested updates to the Handbook. Ms. Regelin asked that a summary memo of changes be provided, so this item will come back at the next meeting.
- iv. Social Media Policies – Ms. Bosland prepared formal social media policies for those employees posting or administering accounts for REDI. The policies were approved to go on to the full board with the addition of a statement that all access to accounts must be controlled by the Marketing and Communications Director.

b. Economic Development

- i. Impact Study Possibility – Ms. Wilson outlined a proposal that REDI received to look at measuring the impact of its efforts with an implant model. The committee wanted to do more thinking about the possible outcomes of such a study – and how many programs the study would look at. Ms. Wilson will have further conversations with the consultant, to determine if bringing the discussion back to the Committee makes sense.
- ii. Branding Project – Comments on the campaign treatments were provided to Medium Giant, and staff is trying to set up a meeting for Friday.

- iii. Small Scale Manufacturing Cohort – The first cohort is coming to an end. There will be a graduation, and the next cohort will be businesses needing to scale rather than early stage.
- iv. Rock East Mural – The artist selection committee selected Robert Cohen, a Rockville resident and artist. The mural will be installed in spring when the temperature is warmer.

c. MWBC

- i. Strategy for BSU – the renewal application for the BSU SBA grant is due in August. MWBC needs to do some strategic thinking about this opportunity – as well as other programming. This will be a good focus for the new Managing Director.
- ii. Shop Local - The Rockville Shop Local is up and running. Staff is struggling to find clients for the Savage Mill location – and needs to find 18 for the new Bowie location. We need to do a market assessment to understand the pipeline for these retail businesses for the incubators. This may also affect funding.
- iii. Mid-Year Reports – Mr. Cartagena is working on mid-year reports, and they are on track to meet the deadlines.
- iv. Chamber coordination – the Executive Committee will meet with the Chamber Executive Committee next Tuesday morning. It was discussed that scheduling and fundraising coordination should be a topic, as well as target market.

2. Board Business

- a. Draft BOD Agenda – SnyderCohn will present the 990. A representative from the Green Bank will give a presentation.
- b. Bio Committee – The Committee agreed that Sean Eagan should be presented to the full Board for consideration to be on the Bio Committee.
- c. Retreat Date – April 26<sup>th</sup> will be floated as the date for the retreat. Ms. Regelin is also reserving May 3<sup>rd</sup> as a backup.

3. Other Business

- a. None.

**Next Meeting, March 11, 2025**