



## **Agenda**

### **Board of Directors Working Session April 26, 2025, 8:00 a.m.**

**Shulman Rogers, 12505 Park Potomac Avenue, Potomac, MD 10854  
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#### **THEME – Ensure that REDI stays nimble and proactive during this unprecedented and fast changing time**

- How do we continue to leverage and enhance the competitive advantages of Rockville?
- How to we build on our strategic plan from FY25 – what do we continue and what do we change?
- How do we respond to the changing Federal environment?
- How can we be ready to take advantage of opportunities?

#### **7:30 Breakfast Bites/Networking**

**8:00 Welcome and Goals for Session.....Nancy Regelin**

**8:10 Presentation.....Cindy Rivarde/Richelle Wilson – Why Rockville – asset assessment and review of prior strategic plan**

**8:30 Presentation.....Stephen Rice, Deputy Secretary of Commerce – How is the State leading economic development**

**8:50 Discussion**

#### **Breakout Sessions**

*Topics will be discussed in breakout sessions with report back to the full group*

#### **9:15 Break Out Session Number 1 – BRAINSTORM**

**What opportunities and leveraging of assets can REDI impact in FY26 – what FY25 Strategic Initiatives should be retained, what should be tweaked, and what new opportunities/initiatives should be considered.**

Things to Consider:

- What are our inherent assets that we should promote?
- How can we leverage efforts of partners/who could be additional partners?
- How can REDI impact:
  - Technical innovation sectors like bio/life science, med tech, pharma, AI, robotics, quantum, aerospace/navigation, small scale nuclear, etc.
  - How can we continue to support and grow small scale manufacturing and small business – which is a great opportunity for building generational wealth and local community businesses?
  - How do we continue to cultivate thriving commercial districts?
  - How do we encourage the identity of Rockville for cultural amenities and destination marketing?

Bring Back to the Full Group: Ideas how REDI can move the needle on current opportunities and challenges

**10:00 Return to Group for Discussion and Report Out and Identify Common Themes**

**10:30 Break**

**10:45 Break Out Session Number 2 - REFINEMENT**

**From the First Break Out Discussion – Prioritize Goals for FY26 and brainstorm some suggested tactics**

Things to consider:

- What are our most pressing needs?
- What is low hanging fruit?
- Where does Rockville continue to be strong despite recent challenges to the economy?
- What investment do we recommend be made to help achieve our goals?
- How do we leverage partnerships?
- What markets should we target?

Bring Back to the Full Group: A prioritized list of the top 4 goals for FY26 as well as any tactic suggestions

**11:30 Return to Group for Discussion and Report Out**

**11:45 – Closing Discussion**

**Noon – Adjourn**