

BIC (Business & Industry Cabinet) Meeting
Thursday, September 27, 2018 – 3:30PM – 5:00PM
118 N. Market Street – 3rd Floor Pitch Room
Minutes

BIC Members Present: Brad Benna, Sharad Doshi, Dwayne Myers, Council President Bud Otis, James Racheff, Scott Ryser

Other Attendees: Michelle Day, Matt Doyle, Heidi Keeney, Helen Propheter,

Welcome – Helen Propheter

Introduce Matt Doyle – Matt's new role with the Office of Economic Development (OED) will focus on attracting business to Frederick County.

Approve June 2018 minutes – Dwayne made motion to approve, President Otis second – all approve (James Racheff was not present at vote)

Workforce Services Overview – Michelle Day

Pitch Services – Helen Propheter

A year ago, Helen decided to utilize what was once wasted space on the third floor of ROOT to create a pitch room. OED applied for a Rural Maryland Grant for approximately \$50,000 and then asked local partners M&T Bank, Tech Frederick, McShea Properties, and Frederick County Bank to provide sponsorships to pay for the video services control room necessary to make the pitch room operational and free for businesses to use. OED purchased licenses to pitch creator for this service.

Frederick County Video Services films the pitches, provides editing, and adds in logos and graphics, etc. to make the final product. The final video is usually three minutes or less.

To use this free service, you simply book online www.discoverfrederickmd.com/pitch. The online form allows you to pick backlight color, microphone type, etc. Pitches are filmed the fourth Wednesday of each month at ROOT located at 118 N. Market Street between 9 a.m. to noon.

OED has also provided funding to Tech Frederick in order to start offering pitch contests with cash prizes. There will be two types of quarterly events. For the first contest, the winner will receive a check for \$1,000 based on judges selecting a winner. This contest will be held in the 1st floor FITCI location at ROOT. The other contest will be on the 2nd floor of ROOT in the Chamber conference room and will be a people's choice awards. The winner will receive a check based off of the audience choice.

Examples of pitches created in the pitch room are available on the pitch site at www.discoverfrederickmd.com/pitch.

Important Dates:

State of the County – October 5th 8:30AM @ Winchester Hall, 1st Floor (can also watch online later)
BIC Meeting (CEO) – October 25th 3:30PM @ 118 N. Market Street, 1st Floor

Submitted by: Heidi Keeney, OED