

**BIC/CEO Meeting Minutes**  
April 25, 2019, 3:30 – 5:00pm  
FITCI @ ROOT 118 N. Market Street

**BIC Members Present:** Denise Guyton-Boyer, Whitney Hahn, Denise Jacoby, Kelly Lynch (in Tom Lynch's absence), Dwayne Myers, Jim Racheff and Pierre Reed

**Other Attendees:** Jan Gardner, Helen Propheter, Heather Gramm, Patty McDonald and Richard Griffin

**CEO Attendees:** Jon-Mikel Bailey and Chris Colville

**Approval of Minutes:** Minutes from March 28, 2019 were approved with changes (Motion – Whitney Hahn, 2<sup>nd</sup> – Denise Jacoby)

**Update since the March meeting (Helen):** Tom Mullineaux from Eddie Mercer Agri-Services, Inc. will join the next meeting in May as the new BIC member from the Agriculture Industry.

**Updates from the County Executive:**

Three items of interest shared with the members included:

- Several approved items in the Frederick County budget include OED marketing study, fire and rescue increase and NextGen 911
- Agriculture Roundtable and review of the survey was held on Monday; 300 surveys were returned (1,700 mailed), and some concerns presented included commodity prices, weather, labor, growth pressure, health department requirements. New ideas shared included horse hotels, agriculture retainment and preservation.
- Kite Pharma announcement of their expansion to Urbana.

Two businesses shared information about their companies:

**Chris Colville (YMCA of Frederick County)**

Our YMCA is a non-profit organization that works collaboratively with community partners to improve the lives of children, adults, families, and the entire community. Our purpose is to strengthen and enrich the development of individuals and families through quality programs and services that build a healthy spirit, mind, and body for all. Integral to everything that we do are our core values of caring, honesty, respect and responsibility. Our Y serves people of all backgrounds, ages, capabilities and income levels, providing financial assistance to those in need. Encouraging, supporting and improving healthy living habits, among our members and throughout the community, are central to our purpose.

Founded in 1858, our YMCA is one of the largest nonprofits in Frederick County. Each year, we serve over 12,000 members and over 30,000 program participants. We also partner with several community organizations to help strengthen and enrich the development of individuals and families in Frederick County.

**Wood Street, Inc. (Jon-Mikel Bailey)**

Wood Street was founded not only to produce well-designed and attractive web sites, but to deliver marketing solutions and results. We take pride in our methodology and create sites that balance marketing intelligence, cutting edge graphic, web and multimedia design, thoughtful and effective back end applications. Our experienced marketers, talented designers and skilled programmers work together to uncover your goals and understand your business and market. We develop and build web solutions designed to attract your target customers.

The average design firm will simply ask what your business does. We go additional steps further by asking: What are your needs? Who are your end users and target markets? What do you want to achieve today as well as in the future? This ensures that we have a clearer understanding of what steps should be taken to ensure your specific marketing needs are fully met. Even after your project is complete, we work with you, tracking marketing effectiveness and making adjustments if needed to bring you closer to your goals.

**Wrap Up (Helen):**

- Helen will disseminate the Stephen Fuller report on regional growth to the members (from Denise Jacoby).
- There was discussion about extending BIC membership to other industries such as transportation and outdoor experiences.
- Helen will send the membership list to everyone which contains the various industries available to help spur ideas for new members.

Submitted by: Cindy Harris, Administrative Assistant, OED