

BIC Meeting Minutes

July 25, 2019, 3:30 – 5:00pm
FITCI @ ROOT 118 N. Market Street

BIC Members Present: Whitney Hahn, Denise Jacoby, Tom Lynch, Dwayne Myers, Pierre Reed, Tom Mullineaux, Rick Weldon

Other Attendees: Helen Propheter, Michelle Day and Jennifer Gerlock

Welcome: Helen Propheter

Approval of Minutes: Minutes from June 27, 2019 were unanimously approved with no changes (Motion – Tom Lynch)

Discussion of the BIC Members Chart:

The ongoing discussion of the membership chart continued. Several industries were revisited including outdoor adventure, agriculture tourism as well as municipalities, financial and breweries.

Chamber of Commerce Rebranding: Rick Weldon and Jen Gerlock shared in detail the process the Chamber went through for their rebranding as well as advice and tips for everyone, especially the County/OED as they begin their own process of rebranding. Jen advised against using the term “rebranding,” but rather to embrace a strategic story of the County when developing their new messaging and look.

Wrap Up (Helen)

- Tom Lynch is in contact with Frederick Memorial Healthcare to name a new representative from their organization.
- Rick Weldon will reach out to an outdoor adventure company for interest in BIC membership
- Helen will talk to Jon Fieseler from Tourism Department for interest in BIC membership.
- Next meeting, August 22nd, 3:30 – 5:00pm at 118 N. Market Street, 1st Floor. Katie Stevens from Office of Economic Development will stand in for Helen Propheter.

Submitted by: Cindy Harris, Administrative Assistant, OED