



BOARD OF DIRECTORS MEETING
Friday, January 17, 2020
9:00AM – 10:00 AM

AGENDA

1. Call to Order by BMC Chair – Baltimore Mayor Bernard C. “Jack” Young
2. Action Items
 - a. Approval of October 11, 2019 meeting minutes.
 - b. Approval of Incoming Vice-Chair – Carroll County Commissioner Stephen Wantz
 - c. Approval of Incoming Chair – Baltimore County Executive John A. Olszewski, Jr.
3. Presentations
 - a. BRCPC Energy Board – Renewable Energy Purchasing

Noel Chesser of Enel X will provide an overview of how the Baltimore Regional Cooperative Purchasing Committee’s (BRCPC) Energy Board could work together to purchase renewable energy.
 - b. Regional Tourism Marketing

Al Hutchinson, CEO of Visit Baltimore, will present his organization’s vision for a regional tourism marketing campaign.
 - c. Workforce Development Report

BMC’s Shawn Kimberly and Zach Kaufman will discuss results of the recently released Barriers to Employment Opportunity in the Baltimore Region Report. On December 16, 2019, BMC hosted 75 regional workforce development leaders to discuss the results of this research as well as a report on scaling training programs released by the Abell Foundation.



4. Executive Director's Report

a. Chesapeake Connect 2019 Recap

BMC coordinated its third regional delegation learning tour in 2019. We took 70 regional leaders to Nashville, TN from October 23 to 25. Our team included representatives from around our region and across the public and private sectors. Feedback collected from participants was overwhelmingly positive.

b. 2020 Census Regional Marketing Campaign

At the request of our members, BMC is working with the counties in our region to execute a coordinated marketing campaign to promote participation in the upcoming 2020 Census. The campaign targets hard-to-count populations in our region via broadcast radio ads in English and Spanish. The total program budget is \$82,000. Ads will run from mid-January to mid-June.

5. Closing Remarks by Chair or Board Members

6. Adjournment