



UPPER SHORE REGIONAL COUNCIL

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Executive Board

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2nd Vice Chair
Cecil County
Commissioner

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Senator Steven Hershey
Delegate Michael Smigiel
Delegate Jay Jacobs
Maryland General Assembly

Doris S. Mason
Executive Director
dmason@kentgov.org
www.linkedin.com/in/dorismason

Executive Board Meeting Minutes-

Date and Time: August 16, 2013 12:00 pm – 1:00 pm
Location: Summer MACo Conference, Ocean City, Maryland
Participants: Joint Regional Councils

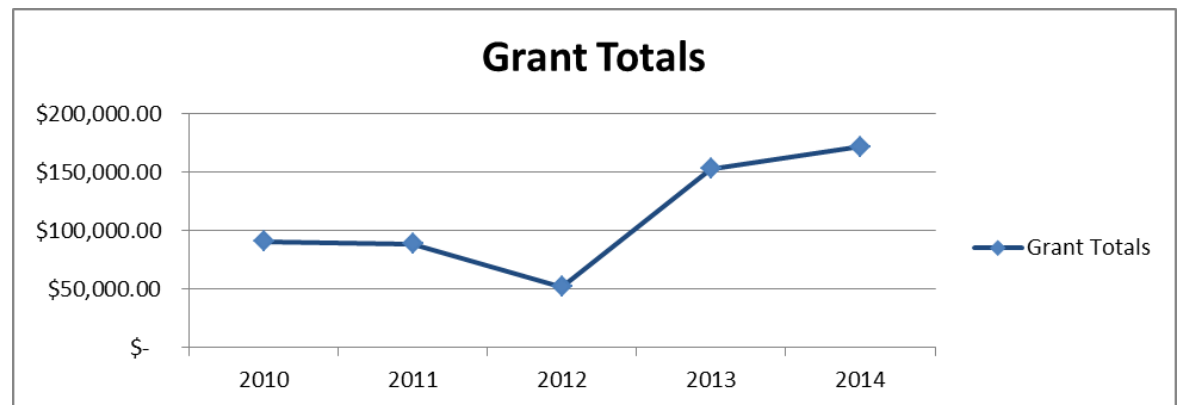
Welcome/Purpose of Meeting

The luncheon meeting was jointly held during the Summer MACo Conference with the 3 county councils—The Tri County Council of the Lower Shore of Maryland, the Mid Shore Regional Council and the Upper Shore Regional Council.

Budget/ Fiscal

The USRC Exec. Board was presented with a packet containing the contracts and salary proposal for Administrative and Business Specialist Jackie Brown and Executive Director Doris S. Mason, MSW. The discussion regarding the contracts was planned for the next meeting.

The Board received a copy of the FY2014 budget containing the funding sources and grants received by the Council from FY 2010 thru FY 2014.



Progress Report on Strategic Planning Goals

The Upper Shore Regional Council completed an extensive work project, which took place over a number of months, with Dr. David Kolzow, Econ. Dev. expert and trainer for the International Economic Development Council (IEDC). The work resulted in a 2-3 year strategic plan for the Council. The USRC 2013-2015 Strategic Plan encompasses seven overarching goals for the future. Interested stakeholders can contact the USRC for details regarding performance measures, timelines, measurement frequencies and accountable staff or partners. A PDF copy of the complete strategic plan can be downloaded from the USRC website at www.uppershoreregionalcouncil.org. *(To learn more about the information which went into the planning process go to Youtube and search "Doris Mason at Chesapeake College", as Exec. Director Mason passes on strategies for Econ. Development gleaned from the IEDC training which fed the planning process.)*



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Updates to MAERDAF Grant Application for Harvest Directory

A second MAERDAF grant application has been submitted to continue the next phase of the Harvest Directory Project which will enhance support to the 127 businesses in the Directory. The partnership between Washington College and the Upper Shore Regional Council will continue to build upon supportive services being offered to the local farms and agribusinesses in the region. The Harvest Directory includes farmers' markets, bakeries, stables, vineyards, wineries, charter services and more. USRC will continue to distribute the printed copies of the Harvest Directory at local Visitors' Centres, Chambers of Commerce, and County Economic Development offices. An IOS and I-phone APP for the Directory will be developed and services to enhance the businesses' access to social media and web-based marketing tools are all a part of Phase II of the project. Councilwoman Broomell asked about her former recommendation, Cecil College interns were involved in the upcoming Phase II of the project. Executive Director Mason assured her that the USRC had written 3 interns into the grant request: one from Cecil College, one from Chesapeake College and one from Washington College.

Report from Rural MD Council

Newly-appointed Executive Director Charlotte Davis of the Rural Maryland Council (RMC) provided a report to the group. The RMC is a State rural development agency, which addresses problems and challenges facing rural communities in Maryland. Since 2003, the Council also has administered the Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF). An independent agency, the Council for administrative and budgetary purposes only, is placed under the authority of the MD Department of Agriculture.

Shorevines.com Website Analytics

The Upper Shore Regional Council has developed a marketing campaign, Shorevines, to encourage the development of vineyards and wineries in the Upper Shore region. A vineyard business holds profit advantages for Ag landowners; additionally these profitable acres are a way to maintain our beautiful open space farmlands and heritage properties. The Shorevines marketing campaign, photography and site is design by Loblolly Productions. The Shorevines.com website analytics (hits, likes, and information shared by viewers) are tracked through Google counters in order to evaluate the amount of traffic to the website.

Closing

The Executive Director Mason closed the meeting @ 1:00 pm.