



UPPER SHORE Regional Council

FULL COUNCIL BOARD MEETING MINUTES

September 16, 2020

Hybrid in person meeting at Great Oak Manor and Virtual “Go To Meeting”

Council Members in Attendance: Bob Meffley (Chairman), Cecil County Councilman
Jack Wilson (1st Vice Chair), Queen Anne’s County Commissioner
Chris Corchiarino (Secretary), Queen Anne’s County Commissioner
Jackie Gregory (3rd Vice Chair), Cecil County Councilwoman
Tom Mason (2nd Vice Chair), Kent County Commissioner
Jim Moran – Queen Anne’s County Commissioner
Bob Jacob- Kent County Commissioner
Charlie Rhodes – Church Hill Commissioner
Delegate Jay Jacob – District 36
Delegate Mike Griffith – District 35B

Guests: Jim Massey, Cecil County Council Manager
Jamie Williams – Economic Development Kent County
Sandra Edwards – Economic Development Cecil County
Heather Tinelli – Economic Development Queen Anne’s County
Charlotte Davis – Rural Maryland Council
Brigitte Peters – Business Development Rep., Commerce
Beth Hill – University Maryland Extension Kent County
Danielle Hornberger – Representative of Andy Harris’ Office

Virtual Guests: Paul Rickert – University Maryland Extension Upper Shore Director
Melissa Kelly – Representative of Senator Van Hollen’s Office
Nancy LaJoice – Sr. Business Development Rep., Commerce
Ryan Snow – Governor’s Office
Matt Felton - Datastory

Staff: Susan O’Neill, USRC Executive Director
Janice Palmer, USRC Executive Assistant

I. WELCOME AND INTRODUCTIONS

Chairman Meffley called the meeting to order at 12:21 pm. He welcomed everyone and declared a quorum. Prior to the start of the meeting board members were provided with a packet of information. The packet included the following: Agenda, June 17, 2020 Executive Board Minutes, and December 4, 2019 Full Council Meeting Minutes.

II. LEGISLATIVE UPDATE

Delegate Jay Jacobs and Delegate Mike Griffith each gave a summary of their expectations of the upcoming 2021 Legislative Session.

III. UPPER SHORE 4-H PROJECT

At the June executive board meeting, the directors voiced concern about the effect of the pandemic on 4-H organizations. Susan reached out to the Area Extension Director for the Upper Shore cluster, Dr. Paul Rickert. Dr. Rickert and Beth Hill made a brief presentation on how they will utilize USRC funds to expand the 4H curriculum for virtual learning with a culmination tour of a local farm to explore ag careers.

IV. DATASTORY OVERVIEW

USRC's goal for FY20 was to continue to market the upper shore region for business recruitment, tourism, and outreach to organizations that can partner to strengthen the region. A "Datastory" is an interactive map that uses location analytics revealing opportunities that match businesses with communities. Matt Felton, Datastory President, gave a virtual presentation of the upper shore's datastory.

V. BUSINESS MEETING

APPROVAL & RATIFICATION OF MINUTES

- Chair Meffley asked and received the approval and ratification of the June 17, 2020 Executive Board Meeting minutes.
- Chair Meffley also asked and received the approval and ratification of the December 4, 2019 Full Council Meeting minutes.
- Both sets of meeting minutes received unanimous favorable replies.

VI. OLD BUSINESS

- **RMPIF:** Charlotte Davis, Rural Maryland Director reviewed the RMPIF budget process for FY21. The budgets have been approved; however, the distribution of the money is on hold at the Budget Department. We should hear a confirmation date of release early next week.
- **Small Business Marketing Program:** Jamie Williams, Kent County Director of Economic Development reviewed the logistics of awarding Platinum PR with the small business

marketing program as well as the 15 Local Businesses that have been awarded one on one marketing training and guidance. Each business will have the opportunity to be reimbursed \$1000 to promote their small business.

VII. NEW BUSINESS

- **Upper Shore Trade Liaison:** Heather Tinelli, QA's Economic Development Director gave an update on the Queen Anne's and Kent County's partnership with the local school districts in hiring a liaison to guide students toward the trades.
- **Agriculture Marketing Program:** Sandra Edwards, Cecil County Economic Development Director updated everyone on the Upper Shore Micro Ag-Grant Program, a collaborative effort between Cecil, Kent and Queen Anne's counties. The program will encourage the collaboration of farmers and agricultural enterprises to work together to promote the Buy Local movement, improve access to food, help alleviate food insecurity and fund projects that feed, fuel and clothe our regional community.
- **December Annual Meeting and USRC Board Elections:** Susan asked for recommendations for the December Annual meeting as the MACO Winter Conference is now scheduled to be a virtual conference. Discussion also ensued regarding the election of officers. Chair Meffley suggested that each officer remain on the board but take a "step up" in the positions. Example: 1st Vice Chair will become Chair, 2nd Vice Chair will become 1st Vice chair, etc. All agreed that this was a good plan of action.

VIII. ADJOURNMENT

With no further discussion, Jackie Gregory made a motion for adjournment. Jack Wilson seconded. The meeting was adjourned at 2:06 pm.

Respectfully submitted,

Janice Palmer

USRC Executive Assistant