

Action Items

The MSRC held a scheduled quarterly meeting on March 14, 2013 at the Talbot County Community Center in Easton. Members in attendance included Andy Hollis, Anne Fleming, Gale Nashold, Jeff Ghrist, Larry Porter, Maria D'Arcy, Mike Silgen, Walter Chase and Russell Brinsfield. Guests in attendance were John General of CBRTCE, Mindie Burgoyne of DBED, John Mason of Dorchester County Economic Development, Mike Thielke of ESEC, Paige Bethke of Talbot County Economic Development, Rob Etgen of The ESLC, Charlotte Davis of RMC, Len Wendowski Easton Town Council, Kevin Deighan of Shore Gourmet, Richard Sossi representative of Congressman Harris, Lee Whaley representative of Senator Cardin, Linda Prochaska representative of Senator Mikulski, Barbara Viniar of Chesapeake College, James McCormick the Caroline County Technology Director, and Mike Pennington the Executive Director of Tri-County Council for the Lower Eastern Shore. MSRC staff present was Scott Warner and Terry Deighan.

Introductions were made and in Chairman Bartlett's absence, first vice-chair Mr. Ghrist called the meeting to order at 5:27 p.m., Mr. Ghrist was in possession of proxies of Senator Colburn and Delegates Eckardt and Haddaway-Riccio.

Approval of December 13, 2012 Minutes

The first order of business was to obtain approval of the Minutes from the December 13, 2012 meeting. Mr. Chase made a motion to approve that was seconded by Mr. Porter and approved by unanimous consent.

Ratification of Executive Board December 3, 2012 Minutes

The next order of business was ratification of the December 3, 2012 Executive Board Minutes. Being no comments or questions Mr. Chase made a motion to approve, Mr. Porter seconded the motion and the Minutes of the Executive Boards meeting were ratified by unanimous consent.

Ratification of revised CEDS document

The next order was to ratify the revised CEDS document. Mr. Warner stated that all MSRC members are on the CEDS Committee and the CEDS Committee met on October 10, 2012 and the CEDS Executive Committee met on November 29, 2012. On January 7, 2013 the MSRC held a full CEDS Committee meeting at the Talbot County Free Library in Easton at which time three projects were unanimously approved for inclusion in the document. They were the Cambridge Waterfront: SAILWINDS PARK; Co-Working Initiative – hotDesks, and Tech Transfer – Delmarva Technology Transfer Initiative (DT2i). Mr. Warner also wanted to give a big thank you to the ESRGC staff for completing updates of the statistical sections of the document. The MSRC will submit the updated CEDS document to the EDA Philadelphia office once ratified. The updated document can be viewed on the MSRC website www.midshore.org, click on "Reports & Publications". Mr. Nashold made a motion to ratify the CEDS document, Mr. Chase seconded and the revised document was ratified unanimously.

Treasurer's Report

Mr. Ghrist stated everyone had a copy of the current Treasurer's Report in their packets. It is the same report the Executive Board had reviewed and accepted earlier this month. All expenses are on track and there are no issues to discuss. Being no questions or comments Mr. Ghrist asked for a motion to accept the report into record; that motion was given by Mr. Chase seconded by Mr. Porter and approved unanimously.

Old Business

Regional Medical Center Campus EDA grant application

In the absence of Talbot County Councilman and MSRC Chairman Dirck Bartlett and Talbot County Manager John Craig, Mr. Warner stated that EDA sent a letter to Talbot County dated January 28, 2013 requesting information which the County responded to on both February 13, 2013 and February 19, 2013.

Mr. Ghrist stated that he would like to recognize Mr. Porter of Caroline County and Ken Kozel of Shore Health System (SHS) for the hard work shown that culminated in an agreement being reached between Caroline County and SHS. Mr. Porter added that SHS is a good partner and he emphasized how much he appreciates working with Mr. Kozel. Mr. Silgen added that there is no longer any opposition to the Certificate of Need (CON) for the new hospital SHS is anticipating a positive review of the CON in the coming few months.

Maryland Upper Shore Transit (MUST)

MUST Coordinator and CBRTCE C.E.O. John General stated that currently work is being completed on the bus advertising MOU. Participants include Delmarva Community Services/ Delmarva Community Transit (DCS/DCT); Queen Anne's County, County Ride (QACR); Shore Transit; and MUST. A unanimous decision by all the participants was made to release an RFP for bus advertising and not include bus shelters. A separate bus shelter RFP could be done at a later date. The bus advertising RFP is currently being drafted. The advertising space will include inside and outside of the buses. There will be a meeting of the partners, MTA, and BEACON who is drafting the RFP at DCS's Community Transportation Advisory Council (CTAC)-MUST meeting on March 20 at Chesapeake College.

Mr. General also talked about how important the County fund matches are to the operating of the MUST program.

Eastern Shore Entrepreneurship Center (ESEC)

ESEC Executive Director Mike Thielke stated there is much activity going on currently. ShoreVenture courses are currently being held at Wor-Wic Community College with 17 participants. A ShoreVenture course at Chesapeake will be starting March 26, 2013. ESEC is also hosting a Food for Profit course. It is scheduled to be held at Chesapeake College on March 26, 2013 in partnership with Pennsylvania and Maryland Extension Agencies, 20-40 participants are expected to attend.

Mr. Thielke gave a quick update regarding the Tech Transfer initiative ESEC is involved. This endeavor is a partnership with the four Delmarva community colleges: Chesapeake College, Wor-Wic Community College, Delaware Technical Community College, Eastern Shore Community College. The partners are currently developing the course content and establishing the facilitators for a 30-hour course over 5 weeks starting April 24, 2013.

Another project underway is hotDesks co-working spaces. The location in Salisbury is open and memberships are being solicited. A ribbon-cutting event is being planned for April 10 or 11. The first major event will be NASA International Space Apps Challenge on April 19 through 21.

Lastly, the revolving loan funds have initiated 3 loan applications totaling \$500,000 in requested funding.

Shore Gourmet

Shore Gourmet (SG) General Manager Kevin Deighan stated he is trying to lend assistance to Elizabeth Beggins and her project The You Food Project. This project teaches elementary aged children the importance of eating healthy and how to grow their own vegetables. Ms. Beggins is seeking guidance on not only funding opportunities but knowledge on how to approach the schools. Mr. Deighan stated he has explored many options but has not been able to help Ms. Beggins so far. He asked the MSRC members and guests in the room for assistance or additional ideas. Mr. Deighan also stated he was contacted by Kara Brooks, who has a very large farm in Stevensville. She is trying to get it organically designated. Currently, she produces honey, soaps and honey lollipops. SG is trying to assist her with finding a suitable plant to process and bottle her product. Mr. Deighan also stated that SG's latest product to market was Blue Water Grill's Delicious Dipping Sauce. It was highlighted at the Taste of the Eastern Shore legislative reception in February. He then stated that a couple of new products he is working with are Hambone's Sweet Secret BBQ out of Cecil County and Rockfish Johnnie's Spicy Sauce out of Georgetown.

Other Projects and Initiatives

Mr. Ghrist then stated that starting with this MSRC quarterly meeting projects or initiatives with pertinent information will be the focus. However, questions from the MSRC membership and colleagues regarding the other projects and initiatives will be entertained. Mr. Ghrist asked if there were any questions regarding the following:

The Business and Technology Parks at Caroline County & Dorchester County – None.

Maryland Broadband Cooperative; including BEACON, the GeoDASH Initiative or the Broadband Planning Grant – None.

The Eastern Shore Regional GIS Cooperative (ESRGC) – None.

The Joint Land Use Study (JLUS) for Naval Air Station Patuxent River.

Ms. Bethke questioned if there has been a JLUS meeting scheduled yet and Mr. Warner stated there had not been. Since the departure of Wayne Clark from the Tri-County Council for Southern Maryland in early January the MSRC has not been updated on the meeting schedule. Hopefully, the MSRC will be contacted soon. Ms. Bethke stated her interest in being included in this project.

New Business

Mid Shore CEDS revision in FY14

Mr. Warner stated that he attended an EDA conference in June where there was a presentation regarding more concise versions of CEDS documents from various regions. At

the last MSRC Executive Board meeting the Board and Mr. Warner discussed the possibility of cleaning up the existing Mid Shore CEDS that would include purging some existing projects. He stated he envisions possibly condensing the analysis section and incorporating the new economic development plans from the counties. Dorchester and Talbot Counties are currently finalizing their plans and Caroline County is examining their economic development plans as the Caroline Economic Development Corporation Executive Director JOK Walsh will be retiring in June 2013. A CEDS revision would include changing the look of the document with more pictures and graphics. Possibly making an electronic version that would be more interactive and include links to videos. In addition, talk has been initiated to making a CEDS app. Mr. Warner stated that he has engaged the ESRGC and BEACON for assistance if the Council chooses to proceed with this in FY14. A positive dialog took place where everyone was in agreement that updating the CEDS document in this manner would be a good project to pursue. Ms. Bethke stated that it would be necessary to make sure the CEDS remains a working document; sometimes when making a marketing piece the information falls short so preservation would be a key. Mr. Warner stated he would speak with NADO representatives to gather information received at the June conference to help with the transformation of our document.

Health Cluster's Economic Impact Work Group

Mr. Ghrist introduced this subject by stating that the Work Group would be a way to establish an ongoing dialog with the health industry. He shared that the MSRC Executive Board discussed this matter at length at their last meeting and many ideas were mentioned which led to the belief that this would be worth exploring with the full Council. Mr. Ghrist asked Mr. Warner to explain the concept. Mr. Warner mentioned how other regions have created organizations around industry clusters and thought that a work group to increase communication and possibly being proactive to the needs and challenges to the health industry on the mid-shore would be beneficial. He further stated that such a group could be made up of various representatives from organizations such as the MSRC, elected officials, private businesses, doctors, nurses, technicians and support industries. The work group could meet three to four times per year and also meet periodically with TCCLES Healthcare Committee. A very ambitious dialog took place among the members at which time many ideas and information were shared, including the following.

Mr. Chase questioned if mental health services would be addressed with this committee as he feels there is a dire need in that category. He stated "less mental health facilities, more inmates." Ms. Bethke stated she feels Economic Development Directors should be included. Mr. Thielke feels this could be a good entrepreneurial opportunity. Mr. Hollis stated he thinks a discussion to define what this group should do would be a good first step. Mr. Silgen mentioned that if the specific needs as they relate to individual counties could be established then perhaps an MOU for services could be put in place.

The discussion included the possibility of establishing subcommittees under the Work Group.

After a lively discussion there still did not seem to be a clear vision for this group, Mr. Ghrist suggested perhaps it could be broken into two separate groups: one to explore the supply chain of the health care industry, the second could examine the delivery of health care.

At the conclusion of the discussion the Council agreed to move forward with this topic, so Mr. Warner said he would continue to assemble information.

Presentations

Rural Maryland Council

Executive Director Charlotte Davis shared a very informative PowerPoint presentation with the Council that outlined the RMC mission and the direction of the organization. Ms. Davis stated a rural summit called the Rural Action Assembly is being planned for October 16 – 18, 2013. It will be held in Hartford County at Ripken Stadium. The forum will cover economic and community development, as well as health care.

Eastern Shore Land Conservancy (ESLC)

Executive Director Rob Etgen shared the ESLC's plans to develop the Eastern Shore Conservation Center that is to be located in Easton at the former McCord's building. He too showed a very informative PowerPoint presentation showing the vision of what the site will become. The ESLC is in process of raising funds for the project.

Member comments/requests

Mr. Ghrist announced the next MSRC meeting date has been changed to Thursday, June 13, 2013; it was originally scheduled for June 20. The meeting will be held in the Choptank Electric building in Denton.

Mr. General shared that the feather fiber project's SBIR phase 2, commercialization of feather fiber, is complete. He thanked Ms. Bethke for her assistance.

Adjourn

The meeting was adjourned at 7:03 p.m. on a motion by Mr. Chase, seconded by Mr. Porter and approved unanimously.