

MEDA 2018
Summer Conference
Neighborhood Business
Development Strategies

July 25, 2018
8:00 a.m. to 1:00 p.m.
Elkton Town Hall (2nd floor)
100 Railroad Avenue, Elkton, MD

Co-Sponsored By:

Cecil County Office of Economic Development
The Town of Elkton
Maryland Department of Commerce
Maryland Department of Housing & Community Development

Maryland is comprised of first class, award-winning counties and cities, all of which have some very special neighborhoods that help to bring such accolades our way.

At the MEDA 2018 Summer Conference, we will highlight the basic tools and proactive measures used to foster prosperity and further livability in our neighborhoods. Hear from speakers who will discuss ways to help small business flourish and how to address our workforce's need for expanded job creation.

8:00 – 9:00 **REGISTRATION AND NETWORKING/CONTINENTAL BREAKFAST**

9:00 – 9:30 **KEYNOTE ADDRESS**
Kenneth Holt, Secretary, Maryland Department of Housing & Community Development

Introduction by: Kimberly A. Clark, President, MEDA

WELCOME TO ELKTON AND CECIL COUNTY

Hon. Robert Alt, Mayor, Town of Elkton
Hon. Dr. Alan McCarthy, Cecil County Executive

9:30 – 10:45 **Strong Partners Develop Strong Neighborhoods**
Successful neighborhood development relies heavily on the strong partners who work together to make that success a reality. Non-profit organizations, state, county & city economic development professionals, business and government leaders are the partners that make it happen. Hear from representatives who have found unique best practices for making Neighborhood Development work.

Moderator: Chris Moyer, Cecil County Economic Development
Hon. Mary Jo Jablonski, Executive Director, Elkton Chamber & Alliance
Megan Oliver, Planner, Mahan Rykiel
Elizabeth Stahlman, Director of Community Development, City of Frostburg
Vernon Thompson, Executive Vice President, Howard County EDA

10:45 – 11:00 **BREAK**



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11:00 – 12:00

The Business of Neighborhood Development

Encouraging business investment is critical to having positive results in your community. Hear from well-established property developers, who have made strong contributions to communities in Maryland, and seasoned small business professionals how they move the deals from concept to reality.

Moderator: Jerry T. Sanford, Mgr Economic Development, Washington Gas

Jon Constable, Development Manager, Seawall Development

Tom Fidler, Executive Vice President & Principle, McKenzie Commercial Real Estate

Seson Taylor-Campbell, Relationship Manager II, Community Development Banking - Greater Maryland, PNC Bank – Harborside

12:00 – 1:00

LUNCH, BUSINESS MEETING, and KEYNOTE ADDRESS

MEDA BUSINESS MEETING

Presentation of Annual Conference Minutes & New Members Induction

Danny Thompson, Secretary, MEDA

KEYNOTE ADDRESS

Bruce Leonard, Partner in charge of Architecture & Planning, Streetsense

Creating places that provide valuable experiences for those who live and work in a community presents a unique challenge for those charged with the deliverables. Bruce Leonard of Streetsense will put a fine point on today's discussion and share his insight on how neighborhood revitalization can transform lives, inspire innovation, and enrich communities.

Next MEDA Conference: Kick off Economic Development Week

October 22, 2018 (arrive October 21 for networking)

“Understanding the Site Selection Process”

Rocky Gap Resort



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Supplemental schedule. Please register online for all events! Thanks.

- 1:15 – 2:15** **Economic Development Directors Meeting**
Town Council Meeting Room (first floor of Town Hall)
County & City Economic Development Directors Only
- 1:15 – 2:30** **Basic Course: Small Business Development and Entrepreneurship class**
MEDA Conference attendees are invited to join the class **OR**
- 1:15 – 2:15** **Zoom Prospector presentation by James Palma of Commerce**
ZoomProspector offers users the ability to list existing building and sites in a searchable database, and also offers up-to-date information about demographics, workforce, infrastructure, housing, business and industry to allow users to research and compare communities in Maryland. The ZoomProspector system also allows users to create maps with multiple layers, including current Maryland incentive zones. The Maryland Department of Commerce operates a statewide system, and partners with local economic development organizations across Maryland to give them locally-branded systems for their own service areas.
- 2:30 – 4:00** **Guided Tour of Elkton Main Street**
Basic Course & Conference attendees invited to join in. (There could be some shopping involved!)

