



MEDA
Maryland Economic
Development Association
**Economic
Development Week**
An Initiative of The MEDA Foundation, Inc.

October 20 – 26, 2019

SUNDAY, OCTOBER 20, 2019

3:00-4:30 p.m. Guided Walking Tour of Downtown Easton

Join us for a guided walking tour of Maryland's first Main Street community, including information about the town's new Arts & Entertainment District. Local attractions include the historic Avalon Theatre, Academy Art Museum, and Tidewater Inn. The 90-minute tour will include a peek at Easton's robust downtown shopping and culinary scenes, two business sectors that anchor this rural micropolis.

Address: Meet in front of Tidewater Inn, 101 East Dover Street, Easton
Tour conducted by: Ross Benincasa, Director, Discover Easton

4:30-6:00 p.m. Welcome to Easton Reception at Scossa Italian Restaurant & Lounge

Giancarlo Tondin was born near the Alps of Northern Italy and began his career at the legendary Harry's Bar Restaurant in Venice. Today, the talented chef brings the flavors of his homeland to the Eastern Shore and Scossa. Attendees will meet up at Scossa for this welcome event and have an opportunity after to go about Easton to enjoy this or other great restaurants in the area.

Address: 8 N. Washington Street, Easton; 410-822-2202 or scossarestaurant.com

We want to thank our sponsors for the combined Sunday, October 20, and Monday, October 21 Tour, Reception and Conference.

PNC Bank
Maryland Department of Commerce
Maryland Department of Housing & Community Development
Caroline County Economic Development
Dorchester County Economic Development
Easton Economic Development Corporation
Hyatt Regency Chesapeake Bay
Talbot County Department of Economic Development & Tourism



MEDA 2019 Fall Conference

DEFINING YOUR COMMUNITY IDENTITY

**The Tidewater Inn in Easton
Monday, October 21, 2019**

**In partnership with
The Rural Economic Development Session, sponsored by PNC Bank**

Additional Sponsors:

Maryland Department of Commerce
Maryland Department of Housing & Community Development
Caroline County Economic Development
Dorchester County Economic Development
Easton Economic Development Corporation
Hyatt Regency Chesapeake Bay
Talbot County Department of Economic Development & Tourism

Each community has a unique vibe with distinct commercial centers designed, organized and promoted to create a sense of livability. Economic Developers are charged with identifying and enhancing those unique features to help the community attract new businesses that seek to locate and grow there. But, how do you assess your community and strategically plan for and attract the right balance of business, entertainment, and services to meet the community's needs?

Our Fall Conference will discuss these issues and take a very focused look at the Rural Communities in Maryland that are positioned to provide the right mix of economic development strategies for livability and growth.

8:00 – 8:30 NETWORKING and Continental Breakfast

8:30 – 8:45 WELCOME AND PROCLAMATION

Introduction by: Cassandra Vanhooser, Director, Talbot County Department of Economic Development & Tourism

Hon. Corey W. Pack, Talbot County Council President

Hon. Robert C. Willey, Mayor of Easton

GOVERNOR'S PROCLAMATION

Ben Wu, Deputy Secretary, Maryland Department of Commerce

8:45 – 9:00 MEDA Business Meeting

Danny Thompson – Vice President

Richard Griffin, CEcD – Secretary



9:00 – 9:10 OPENING COMMENTS

Introduction by: Debbie Bowden, Director of Economic Development, Caroline County

Christopher (Chris) Rockey, SVP, Territory Executive, National Expansion Markets
Community Development Banking, PNC Bank

9:10 – 9:25 ASSESSING YOUR COMMUNITY FOR TRANSFORMATION

Every community seeks to capitalize on their existing assets and to build on those assets for the future. Identifying unique features and prioritizing and strengthening the strongest elements are critical first steps in understanding how resources and designations can contribute to the quality of life in your county, city, town. Dr. Diriker will share his insights about the right questions to ask to position your community for positive future growth.

Memo Diriker, Ph.D., BEACON at Salisbury University

9:25 – 10:25 AVAILABLE RESOURCES TO CREATE OPPORTUNITIES

Creating new business and development opportunities is a challenge that all economic developers and community leaders face. It takes understanding and organizing the key resources in your own backyard. And, it takes learning from fellow professionals about successful projects, programs and the people who have implemented positive changes in other communities. This panel will focus on a few of the resources available for everyone in Maryland.

Moderator: Keasha Haythe, CECD, Business Development Associate, Anne Arundel Economic Development Corporation

Panelists:

Amy Seitz, Director, Community Access & Partnership, Maryland Department of Housing & Community Development

Amy Menzer, Executive Director, Dundalk Renaissance Corporation

Mike Scott, Ph.D., Eastern Shore Region GIS Cooperative

Denise Lovelady, State Director, USDA Rural Development

10:30 – 11:30 DESIGNATIONS THAT ENRICH YOUR COMMUNITY

Defining and building your community identity - be it county or city, urban or suburban or rural - in a comprehensive way may include considering some of the high-level designations available throughout Maryland. This panel will focus on a few of those designations and our speakers will share case studies that will highlight the benefits of each special designation.

Moderator: Mary Burkholder, Vice President, BAE Urban Economics

Panelists:

Kara Norman, Executive Director, Downtown Frederick Partnership

Steven Skerritt-Davis, Deputy Director, Maryland State Arts Council, Maryland Department of Commerce

Sandra Edwards, Economic Development Manager, Cecil County Economic Development

Laurie Schwartz, President, Waterfront Partnership of Baltimore



11:30 – 12:30 INNOVATIVE FOCUS ON THE REGION - Agriculture 2.0

F³ Tech Accelerator is a public/private initiative that is spurring innovation and technology in Maryland's (and the Eastern Shore's) traditional industries of agriculture and seafood. Entrepreneurs, innovators, startups, and existing businesses working in the three Fs—farm, fish, and food—undergo a proof-of-concept process that takes them from idea to the commercialization of new products and services ideas. Though it is based at the Eastern Shore Entrepreneurship Center, this initiative includes partners and resources from throughout Maryland.

Presenter and Moderator - Mike Thielke, F³ Tech Accelerator

Mike will be joined by three panelists, one from each of the Mid-Shore counties, who are innovative entrepreneurs in the F³ arena. In a lightning round, each gives their 90-second elevator speech followed by a discussion with Mike about innovation and opportunities that can be found in Rural Maryland.

Panelists:

Sam Glickstein, Chief Executive Officer, Biotrophics
Roxanne Wolf, Executive Director, Shore Gourmet
Jordon Shockley, Chief Executive Officer, Blue Oyster Environmental

12:30 – 1:30 LUNCH AND KEYNOTE

Introduction by: Susan Banks, Director, Dorchester County Economic Development

KEYNOTE ADDRESS: Keeping it Real: Maintaining Authenticity in Our Communities

Tom McGilloway, PLA, Urban Design Principal, Mahan Rykiel Associates

In the “experience economy”, downtowns in urban, suburban and rural settings play an important role in conveying community identity. Tom will draw upon his experience working in downtowns and share three takeaways for maintaining authenticity in our communities. In his time at Mahan Rykiel, Tom has led the Economic Development Strategic Plan for Lancaster, PA; Downtown Baltimore Open Space Plan; Downtown State College (PA) Master Plan; and has worked in over 50 small to mid-size communities throughout Maryland, Virginia, South Carolina, Mississippi, Wisconsin and Vermont. Tom recently completed the Downtown Strategic Plan for Leonardtown, MD and is currently leading the Ellicott City Watershed Master Plan. In addition to his professional work, Tom was also a founding board member of the Hampden Village Main Street program in Baltimore.

UPCOMING MEDA EVENTS

MEDA Awards Deadline – December 6, 2019
MEDA Winter Conference – January 9, 2020
Economic Development Day in Annapolis – February 18, 2020
MEDA Annual Conference – May 3-5, 2020