

MINUTES
Of the
Board of Directors
Of the
City of Baltimore Development Corporation

The regular meeting of the Board of Directors (Board) of the City of Baltimore Development Corporation (BDC) was held on Thursday, February 26, 2015 beginning at 7:34 a.m. at the Corporation's offices at 36 South Charles Street, Baltimore, MD. **Board Members present at the meeting were: Chair, Arnold Williams, Greg Cangialosi, Augie Chiasera (via phone), Armentha Cruise (via phone), Clinton Daly, Deborah Devan, Jeffrey Fraley (via phone), Paul Graziano, Gilberto de Jesus, Gary Martin, Sharon Pinder (via phone), Henry Raymond (via phone), Kurt Schmoke (via phone) and Brian Tracey (via phone).**

Staff present were: William "Bill" Cole, President & CEO; Kim Clark, Executive Vice President; Jeff Pillas, Chief Financial Officer; and Nancy Jordan-Howard, Chief Operating Officer. BDC Staff: William Beckford, Larysa Salamacha, Deb Tillet, Karl Bradley; Kerry DeVilbiss, Richard Escalante, Michael Snidal, Patrick Terranova, Larry Collins, Dan Taylor, Paul Taylor, Renee West (as Recording Secretary) and Robert Williams.

Also in attendance: Adam Bednar *The Daily Record*, Bill Gilmore, Baltimore Office of Promotion and the Arts, Michael Kelly, Baltimore Metropolitan Council, Kevin Litten, *Baltimore Business Journal*, Jamie McDonald, Generosity, Inc., Tom Noonan, Visit Baltimore, and Natalie Sherman, *Baltimore Sun*.

The meeting was called to order by the chair, Arnold Williams at 7:34 a.m.

- i. Minutes of the BDC Board Meeting from January 22, 2015 were approved as corrected to include Ms. Pinder as present for this board meeting via conference call.
- ii. Chairman's Comments
 - i. The credentials of Michael Walton, a potential new member of the BDC Board of Directors, were presented to the body. Mr. Walton has a Baltimore based, small business. He is an active member of the community, serving as president of the Baltimore Montessori Public Charter School, a Board member for Baltimore Community Lending, and has been active in helping finance small projects in downtown and would bring a unique perspective in the smaller size firms to the Board. Clinton Daly moved to ratify the appointment of Michael Walton to be presented at the next Board of Directors meeting, Greg Cangialosi seconded the motion and the Board voted unanimously.
 - ii. It was noted that this meeting would be Sharon Pinder's last as a member of the Board of Director. As of March 16th, Ms. Pinder will be the new President and CEO of the Capital Region Minority Supplier Development Council.
- iii. President's Report
 - i. Cole reported recently attending training for the Global Cities Initiative with Brookings Institute and JP Morgan-Chase. The core committee consists of the Greater Baltimore Committee, Baltimore Development Corporation, Baltimore Metropolitan Council, RESI (Regional Economic Studies Institute) and the steering committee will expand. The goal of participation in this program is to develop an export plan for Baltimore and the metropolitan region.
 - ii. Cole reported that he and Mayor Rawlings-Blake spoke at Biznow's State of Baltimore Market event.

- iii. Cole continues to meet with organizations/companies regarding the Comprehensive Economic Development Strategy (CEDS) plan. He indicated that BDC staff will continue to work on the plan's implementation and report back periodically to the Board of Directors of updates and progress.

- iv. **Committee Reports**

- Loan Committee

- i. The committee met on Feb. 9, 2015 and approved minutes from the December 8, 2014 meeting.
 - ii. A loan to 12 W. Madison LLC improvements to its building
 - iii. A loan to Azul International Unlimited, LLC for working capital, marketing, advertising for expansion and growth of its alcohol awareness and training program was deferred by the committee for additional information.

- v. **Presentations**

- Light City

- i. Bill Gilmore (BOPA), Tom Noonan (Visit Baltimore) and Jamie McDonald (Generosity, Inc.) provided an overview of the Light City project. A short video with images of similar endeavors in other cities.
 - ii. The idea was created by Brooke Hall and Justin Allen of What Works Studio to identify a transformational event in Baltimore. Researched around the world for such an event and came across Vivid Sydney (Australia). There is not currently an international signature light festival in the United States; Baltimore would be the first U.S. city to host, thus the birth of Light City Baltimore. As they had no direct experience running an international festival, Hall and Allen quickly realized they needed partners to bring their vision to fruition. Thus they reached out to Bill Gilmore and Tom Noonan and a number of other people in town.
 - iii. Tom Noonan shared three transformational things he talks about. The first being this project can transform into the kind of event like South by Southwest (Austin, TX), it has changed how that city is seen as a destination. The second is new tourism campaign (celebrity driven) to be launched in April called My Bmore, 10 celebrities have been confirmed and will be rolled out in national publications and finally, Visit Baltimore will be working with 6-7 organizations to create a Pure Baltimore television ad (likened to the Pure Michigan ads). These ads will be strictly for Baltimoreans, illustrating how we live, work, and play here in Baltimore.
 - iv. The first year of the festival is scheduled for March 28- April 1, 2016. The 3 key components to the event, an innovation conference (to include, but not limited to medtech, edtech, greentech and social impact), this 4-5 day conference will bring the big thinkers in this sector, music innovators, and an international call for (light)artisans and collaborations in Baltimore.
 - v. The presenters shared a list of current supporters that includes the partnership of such organizations as Visit Baltimore, BOPA, Downtown Partnership of Baltimore, Inc., and Waterfront Partnership and with the full support of Mayor Rawlings-Blake. The kick off meeting will take place on

Monday, March 2nd. The group made their presentation in hopes of obtaining the BDC Board of Directors' support for the event.

- vi. The importance of having all community (business) organizations (such as EAGB) to take an active role in the execution of this event was impressed upon the group. It was noted that Tom Sadowski (EAGB's President & CEO) is involved in the project.
- vii. Concern was raised regarding the naming of the event, the presenters reported that BOPA owns, Lightcity.org and that in 1816, Baltimore was the first city to light the streets with gas lamps. It was further noted that BGE (Constellation Energy) will celebrate its bicentennial next year.

Opportunity Collaborative

- i. Baltimore Metro Council (BMC) is a metropolitan planning organization required by federal law whose duty it is to program the federal transportation dollars within a region. BMC Board includes the county executives of Anne Arundel County, Baltimore County, Harford County, Howard County, Baltimore City and a member of the Carroll County Commission, also includes a Senate Appointee (Senator Bill Ferguson) and Delegate Appointee (Delegate Steven Lafferty), awaiting for a private sector appointee from Governor Hogan. In addition to coordinating transportation planning, the group also collaborates on emergency preparedness, cooperative purchasing, and recently added housing and workforce development. The Opportunity Collaborative is a three-year federally funded \$3.5 Million planning grant from HUD to develop a regional plan for sustainable development. Scott Spencer (Anne E. Casey Foundation) and Bill Cole are the Co-Chairs. A fourteen member steering committee has been assembled (half private, half government), with the intention of having all voices heard on the issues that affect the region's citizens.
- ii. Looking at 3 main policy issues:
 - Housing
 - Transportation
 - Workforce development
- iii. Of the 600 grants applications received nationwide, only 60 grants were awarded and Baltimore's was the fifth largest grant given.
- iv. The collaborative is developing the regions first regional workforce development plan (will be released in a few weeks), the first regional housing plan (released last fall) and the regional plan for sustainable development (to be released this spring).
- v. First step was to complete a labor market study, looked at employment projections (regionally) and figuring out the economic potential for people on the margins, then a study of barriers and finally the workforce development plan.
- vi. It was noted that as result of a survey given to 1,100 job seekers (regionally) indicated that 82% of the respondents identified 3 or more barriers they encountered while looking for employment. Also noted was the need for more flexible training funding and more wrap around services to address the needs of those seeking employment within the region.
- vii. To address the issues of fair housing in the region, the fair housing equity assessment (regional level) was combined with the market study. From 2000-2010 (in Baltimore City), there was a 30% decline in the population in part due to, highly deconstruction of the highly concentrated public housing and also in part due to policies created to connect people to better neighborhoods and areas in the city. It was further noted there exist a cost burden for more than 20,000 families make between \$26,000-43,000 a year and are spending most of their money on housing. A historic review of policies set in place in the

1930's have had long-term effect on housing close to 70 years later, not only impact the city but the region as well. Thus the issues surrounding housing costs have to be addressed on a regional level.

- viii. Transportation work is closely linked to workforce development. The group reviewed transit maps that illustrated how long employees take to get to work from their homes. Cole further noted that he uses the Amazon Transit Shed (map) to show how challenging it is to get residents to job opportunities. The BMC used mapping software to show potential new transit bus lines, however MTA doesn't have money for new service, thus if there is a change in any of the routes, it has to be taken from another area. It was noted that the BWI Partnership has created its own shuttle system from the end of mass transit to jobs in that area, without this system, employees would have a mile or more walk.

Recommendations include:

- Grow regional econ competitiveness
- Improve transportation access to career and educational opportunities
- Close gap in opportunity between communities

- ix. Paul Graziano moved to adjourn the meeting with a seconded by Gary Martin at 8:38 a.m.