

Economic Development Advisory Board Kent County, Maryland

June 3, 2015

Board Members Present: Dan MacLeod, Robert Jacob, Robert Ampula, Cindy Genter, and Jim Luff

Board Members Absent: Billie Dodge and Kate Gray

Also in Attendance: Commissioner William Short, Doris Mason, Executive Director, Upper Shore Regional Council, Amy Moredock, Director, Planning, Housing, and Zoning

At 4:00 p.m. the meeting convened.

Mr. Luff called the meeting to order and requested a motion to approve the minutes from the May 6, 2015, meeting. Mr. MacLeod questioned the adjournment time of the meeting, Ms. Williams confirmed they were incorrect and amended. On motion by Mr. Ampula and seconded by Ms. Genter the Board unanimously approved the amended minutes from the May 6, 2015, meeting.

Kenneth Kozel, President and CEO and Patti Willis, Regional Senior Vice President, University of Maryland, Shore Regional Health (SRH) were invited guests. Mr. Kozel shared the significant industry changes in health care and what that means to Shore Regional Health. Health care on a national level is looking at the quality of care, the cost of care, and accessibility, and how to improve all three. The Affordable Care Act is about quality, access and cost. The state of Maryland is the only state that has a distinct state agency to govern how health care is provided. The state of Maryland has the Health Services Cost Review Commission, appointed by the Governor and responsible for overall healthcare in the state. SRH is a three hospital five county system. In addition to the hospitals, SRH is a health care system. SRH is now responsible for the value of care, not volume as in the past. The new strategic plan <http://umshoreregional.org/about/strategic-plan> is in line with the national plan and the state plan. The new mission statement is "Creating Healthier Communities Together". The vision is to be the region's leader in patient centered healthcare. The strategies focus on quality, safety, patient experience, innovation, integrated care, improved access, engaged team members, and financial stability. Mr. Ampula asked how quality was measured and if there were measurements to account for patients leaving the area for services. Mr. Kozel shared that market share is calculated, along with quality, access, and keeping the community healthy, are all included in the assessment. SHR and the health care industry have to adapt in order to meet the new mandates. SRH transitioned hospice providers to Compass Regional Hospice, to streamline those services and allow SRH to devote resources to prevention and wellness on a regional level. Emergency care facilities are measured in the same manner as hospitals, focusing on value opposed to volume. Commissioner Short asked about emergency medical services being able to address patient needs on site, mitigating visits to the emergency rooms. Mr. Kozel said that these are the types of conversations and ideas that are evolving. Ms. Williams asked for a

follow-up meeting to discuss what the County and EDAB can do to support SRH as one of the three largest employers in Kent County. Mr. Kozel expressed that recognizing the substantial changes happening in health care and recognizing that SRH will do their best to focus on the patients is significant.

Aly Valentine, Director, Area Extension, and Jennifer Rhodes, Agriculture Agent University of Maryland Extension (UME) were invited guests. The UME educates, they do not advocate or legislate. Ms. Rhodes shared a power point presentation, Agriculture in Kent: Tradition, Progress & Trends. Agriculture is defined as the utilization of biological processes on farms to produce food and other products useful and necessary to man. There are 367 farms in Kent County and 50.3% of the county's total land is in agriculture. Trends include larger farms, antibiotic free and organic poultry, conservation, increased acres of cover crop, diversification, agri-tourism, minority operators, agri-business and farm organizations. The Board requested that Ms. Rhodes and/or Ms. Valentine return for a future meeting to focus on the trends in agriculture. Ms. Rhodes shared the need to educate on the avian influenza as it is expected to hit our area next fall.

Dr. Tracy Davenport, Owner, Tracy's Smoothie Place shared she has been in the area for twenty-six years, and opened her business eleven months ago. Dr. Davenport stated she has received a lot of support, one on one mentorships, and great advice. Dr. Davenport shared a short video that shows the average age that children become obese is age three. It is an adult problem and a public health problem. The highest rate of obesity is low income rural families. Tracy's Smoothie Place gives the community an option for real food and an alternative to teach our children about healthy choices. The business does not have the volume needed to sustain the business. Dr. Davenport shared that she could use some assistance with social media marketing, pulling people from the road, and marketing to draw from surrounding areas. Fifty-six smoothies a day or \$300.00 a day is required to sustain the business. The Board members shared some insights on the current location and suggestions for pulling people from the road.

Mr. MacLeod shared the recruitment video for Kent County Public Schools, that was produced in March, and requested input from the Board. Mr. Ampula asked if there would be value to sharing the percentage of high school graduates going on to college. Kent County scored number one in kindergarten readiness in the State. Ms. Genter added that Kent County offers affordable living and is family oriented. Mr. Luff shared that public relations is key and the school has achieved phenomenal success just in the past few months. The video is on the Kent County Public School website and will be taken to recruitment fairs. The county's economic development website also has a link to the video. Ms. Genter will forward the link to the Bay Area Association of Realtors for a future newsletter.

Ms. Moredock shared a few updates on cottage industries with past violations that are being brought into conformance with the land use ordinance. There is a need for start-up businesses and our ordinance accommodates these businesses. There comes a time when the business becomes too large and needs to move to commercial space. An equity issue arises due to the cost of renting or purchasing commercial space competing with home based businesses without incurring those costs. The adverse effects such as commercial vehicles, traffic, noise,

parking, storage, employees are all considerations when enforcing the ordinance. A marijuana cultivation facility will go before the Planning Commission for conceptual site plan review in July. The facility is located on Route 291, the old Campbell Soup facility. Ms. Moredock shared she felt confident the Town of Rock Hall will have a hotel on Main Street in the near future. Mr. Ampula asked if internet access should be considered as requirement when reviewing the land use ordinance. Ms. Moredock explained that adequate utilities are already a requirement.

Mr. Luff requested tabling the discussion on the review of Chapter 21, Article I. Economic Development, stating he would forward proposed changes for the Board to review at the next meeting. Ms. Genther expressed that each Board member has several areas of expertise and part of their responsibility is representing those areas.

Mr. Ampula asked about the Revolving Loan Fund (RLF) and the internal procedures. Ms. Williams advised that Mike Thielke, Eastern Shore Entrepreneur Center was advised that the RLF was approved for FY2016. Ms. Williams will set up a meeting with Mr. Thielke and Mr. Ampula to discuss the procedures.

Mr. Luff stated that the Economic Development Advisory Board meetings will begin at 3 p.m. going forward.

A motion was made by Mr. Ampula and seconded by Mr. MacLeod and carried unanimously to adjourn the meeting at 6:15 p.m. The Board agreed to meet again on Wednesday, July 1, 2015, at 3:00 p.m. in the Commissioners' Hearing Room.

Respectfully Submitted,

Jamie L. Williams
Deputy Clerk