

**MONTGOMERY COUNTY INDUSTRIAL DEVELOPMENT AGENCY**  
**Marketing Committee Meeting Minutes**  
**July 19, 2018**

**MEMBERS PRESENT:**  
John McGlone, Chair  
Matthew Beck, Vice-Chair

**STAFF MEMBERS PRESENT:**  
Sheila Snell, Chief Financial Officer  
Michele Pawlik, Economic Dev. Program Asst.  
Andrew Santillo, Staff Assistant

**MEMBERS ABSENT:**  
Mark Kowalczyk, Member

**OTHERS PRESENT:**

**I. Call to Order**

The meeting was called to order by Chairman McGlone at 4:00P.M

**II. North Star Survey**

Ms. Pawlik presented the scope of work for North Star 2018 Montgomery County Brand Evaluation Study. Ms. Pawlik stated that the study will be based on Consumer awareness/Perception, Community survey/Brand Barometer, and Digital brand audit. Ms. Pawlik handed out the 2014 surveys that North Star conducted for the Committee to view the questions that were asked. Mr. McGlone asked how the survey was going to be conducted and if North Star would be coming for a site visit as they did in 2014 or would it be all online. Mr. McGlone also asked if they would be sending the survey to the same people who participated in 2014. Ms. Pawlik stated that North Star wouldn't be coming for a site visit and the survey would be done online. In order to keep everything consistent for a true comparable analysis, North Star would contact the same people who participated in the 2014 survey. Mr. McGlone asked if we could set up a conference call with North Star and go over the 2018 survey and survey questions. Ms. Pawlik agreed and will be reaching out to North Star to set up a conference call. There were no further questions or discussion.

**III. Adjournment**

A motion was made by Matthew Beck, seconded by John McGlone to adjourn the meeting at 4:25 p.m. All members present were in favor.

Respectfully submitted

---

Michele Pawlik  
Economic Dev. Program Asst.