

**C U M B E R L A N D**  
DOWNTOWN DEVELOPMENT COMMISSION  
*A Main Street Maryland Community*

**MEETING MINUTES  
DECEMBER 10 2020  
9:00 AM - Via Zoom**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:06AM.

**Attendance**

In Attendance: Sandi Saville, Doug Schwab, Ed Huber, Dave Romero, Daniel Taylor-Neumann, Kathy McKenney, Ruth David Rogers, Dan Bowers, Lindsey Renner-Wood, Melinda Kelleher, Matt Miller, Bob Mayhew, Stu Czapski, John Buchanan, Bob Mayhew

**Minutes**

November meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

- Reviewed November Budget Performance Report and Balance Sheet.
- The DDC budget is being revised and we should have it available to review in December.
- Expenses are right on target.
- Most likely, though, our fund balance will expire at the end of the fiscal year.

**Report from Executive Director – Melinda Kelleher**

**Completed:**

- Managed informational meeting for Baltimore Street property owners regarding the Baltimore Street Revitalization project. Sent invitations, took RSVPs, followed-up with reminder, created agenda and power point. Followed up with all property owners after meeting and sent power point.
- Worked with DDC Board Chair to write and submit the Main Street Maryland grant application to support downtown businesses with COVID relief.
- Oversaw Mall Maintenance team to get Christmas tree put up and decorated.
- Secured Allegany Media to livestream the Christmas Tree Lighting downtown. Worked with Parks and Recreation and Allegany Media on program. Livestream Facebook - 215 views; You Tube – 131 views. Following event through December 1, Facebook reached 6,400 people, 210 comments, 112 reactions, 43 shares. You Tube – 1,600 views. We had viewers from 14 different states!
- Worked with Allegany Tourism on Shop Small, Win Big promotion. Purchased package of newspaper and radio ads.
- Arranged for posters to be delivered to local small businesses and photographs taken with Shop Small signs.
- Interviewed by Amanda Mangan with Allegany Radio Corporation about Shop Small, Win Big promotion and tree lighting.  
(Magic 100.5, 94.1 QZK, 100.1 and 99.9 The Wolf, 99.5 WDNZ, WKLP 1390 AND WCMD 1230 ESPN AM)

# CUMBERLAND

DOWNTOWN DEVELOPMENT COMMISSION

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DECEMBER 10 2020

9:00 AM - Via Zoom

### Completed continued:

- Had stickers printed with Enjoy Two Hours Free Parking for the holidays and arranged to have stickers placed on the kiosks and meters.
- December social media calendar created.
- Attended Baltimore Street Redevelopment Project meetings.
- Continued to update contact information for business owners and property owners.
- Meeting with Leah Shaffer (call) – Community Trust Foundation.
- Attended Main Street Maryland meeting (Zoom).

### December projects:

- Oversee Main Street Maryland grant program to support businesses, including reviewing applications, sending out notifications and working with City Finance department to execute payments to businesses by year's end if possible.
- Continue marketing and social media execution to promote support of local downtown businesses and restaurants.
- Meeting scheduled with Jennifer Walsh (call) – The Greater Cumberland Committee.
- Continue to attend Baltimore Street Project meetings, Chamber Economic Development Committee meetings.

### Old Business – Matt Miller, Executive Director of the CEDC

#### Baltimore Street Project

- Baltimore Street Workgroup continues to meet weekly – great advising committee.
- We are looking at design elements for the Liberty St. parklet, specifically around the waterfall.
- The Marketing Sub-Committee is in the process of overseeing renderings, communications and the website.
- 95% drawings should be back to us in next few weeks, then back to SHA for 3-6 months.

#### CEDC

- Ground breaking of Rolling Mill property is December 18<sup>th</sup> at 1:30PM. This will be at the corner of Williams and Park Street across from Chick-Fil-A.

### New Business

#### Melinda Kelleher, Executive Director, DDC

- Main Street Maryland Grant Program – We are waiting to hear on our application for \$100,000 that will then be granted out to downtown small businesses and restaurants. All 41 Main Street Maryland communities applied collectively for \$13MM for the \$5MM that is available. Everyone will get something and they are trying to get more funds, since there is a great need.
- DDC Website – The DDC does not currently have its own website. We are looking at options for creating a website focused on the Baltimore Street Revitalization Project that, once the project is completed, could become the DDC website. We are getting several bids over the next couple of weeks.

# CUMBERLAND

## DOWNTOWN DEVELOPMENT COMMISSION

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**MEETING MINUTES**  
**NOVEMBER 12 2020**  
**9:00 AM - Via Zoom**

### **New Business - continued**

- New Wear the Mask PSAs – A friend of DDC board member, Rhiannon Morgret, is working on some new PSAs featuring local children sharing what they have missed during COVID and asking people to wear masks. Messages coming from children would be powerful.
- There will be no New Year's Eve event this year downtown. Mayor and City Council made the decision to cancel it this year.

### **Kathy McKenney, Historic Planner/Preservation Coordinator**

- We have not heard anything yet from the Community Legacy grant application, but there was a virtual "site visit" recently. We hope to hear by year's end. There is a Historic Preservation Workshop in May and Kathy asked if there were any topics people would like for her to suggest for workshop content. People can send their suggestions to Kathy via email.

### **Public Comment**

- There were no public comments.

There being no further business, the meeting was adjourned at 9:45AM.

**THE NEXT REGULAR MEETING WILL BE HELD**  
**Thursday, January 14, 2020 at 9AM via Zoom**