

CUMBERLAND
DOWNTOWN DEVELOPMENT COMMISSION
A Main Street Maryland Community

MEETING MINUTES

March 10, 2022

9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:03AM.

Attendance

In Attendance: Sandi Saville, Melinda Kelleher, Ed Huber, Stu Czapski, Matt Miller, Dan Bowser, Leigh Ann Sipple, Dave Romero, Mayor Ray Morriss, Laurie Marchini, John Buchanan, Rhiannon Morgret, Doug Schwab, Ruth Rogers-Davis, John Buchanan, Bryan Gowans – WCBC, Lindsay Renner-Wood – Cumberland Times-News

Minutes

February meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber, Treasurer

- We are 67% through the current fiscal year and expenses are at 76%, but that is due to the purchase of the snow tractor. If you take that out, we are in line with the budget.

Report from Executive Director – Melinda Kelleher

Completed:

- Call with owners of new business, Start Up Portal, which will be located in the old ACRE office space on Centre Street.
- Created draft of the FY 23 DDC budget and met with City Comptroller to review.
- Met with DDC Board Executive Committee to review draft of FY 23 DDC budget.
- Calls to restaurants and bars about the Hooley Pub Crawl to confirm participation.
- Worked with Becky McClarran on poster for Hooley Pub Crawl, got printed and distributed to participating businesses.
- Hooley Pub Crawl – Ordered portable toilets, met with police, Fire Marshall, and streets department about event details, oversaw writing of press release and dissemination, worked with City Clerk for Open Container ordinance.
- Meeting with new Marketing Coordinator for the Cumberland Farmer's Market about plans for 2022.
- ARPA Grant Marketing Committee meeting – Review Marketing Calendar and RFP for Marketing Services, send out minutes.
- Write up RFP for Marketing Services.
- Created "Spring Into Cumberland" Windows Decorating Contest Information Sheet and Registration form – send out to all businesses and property owners in the DDC district and to local non-profits.
- Walk through of McMullen Building with owners to see renovations.
- Meet with Mall Maintenance Manager about Hooley Pub Crawl and other tasks.

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Report from Executive Director – Melinda Kelleher (continued)

- Meetings attended: Baltimore Street Project Workgroup, Chamber International Woman’s Day Planning, Chamber Economic Development Committee, Canal Place Board meeting, Chalk It Up to Civility event planning, Wes Heinz at WMSR.
- Executed February social media calendar (Facebook new Likes – 26; Facebook new Followers – 47.
- Completed Main Street Maryland report for February and submitted.

March/April Projects:

- Collect registrations for the “Spring into Cumberland” window decorating contest, assign windows, distribute seed money checks to all participants, create press release.
- Execute Hooley Pub Crawl, Easter Bunny and Chalk It Up to Civility events downtown.
- Draft and send out grant opportunity to DDC businesses for technology assistance.
- Contact marketing and communications professionals about our technology grant for downtown businesses and gauge interest in being considered for work.
- Distribute new tear off maps to downtown businesses, area hotels, visitor centers in area.
- Meet with Wes Heinz and Ashli Workman about collaborative efforts.
- Write job description for PT Events Coordinator and post (funded by ARPA grant).
- Attend and volunteer at the International Women’s Day event at Rocky Gap on March 18th.

This past month was productive in the area of the ARPA grant committees and the work we will be doing. We made some good strides with the activities around a marketing plan and special events. In addition, with COVID restrictions improving, we were able to start planning some downtown events for the spring.

The challenges for the next month will most likely be related to the Windows Decorating contest and making sure everyone knows about it and is encouraged to participate. This will only be successful if we have active participation. The RFP for the creation of a Marketing Plan will also be a critical component to our success.

Old Business

- **ARPA Grant Funds Update** – Melinda shared that the two committees, Marketing and Special Events had been meeting regularly to plan initiatives. The Marketing Committee is focused right now on finalizing an RFP for a Comprehensive Marketing Plan. The Special Events Committee is focused on spring and summer events and the Windows Decorating Contest.

New Business

- **CEDC update** – Matt Miller discussed grants for investments downtown being released July 1st through the Baltimore Street Comprehensive Investment Program. These grants will help enhance the inside and outside of downtown buildings. A total of \$950K will be dispersed to businesses mainly on Baltimore Street. Dan Bowser asked if the DDC secondary district could be included in the grants and Matt explained that some of the grant funds were for only Baltimore Street.

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- **Spring Events** – Melinda shared that April 16th will be the Easter Bunny and the Chalk It Up to Civility project downtown. May 1-7 is National Small Business Week and Melinda and Becky McClarran are meeting next week to discuss plans – possibly include a Scavenger Hunt. The Summer Farmer’s Market has also decided to stay on the downtown mall for 2022 instead of moving to Canal Place since the Baltimore Street construction won’t begin until at least fall.
- **Windows Contest** – Melinda sent out information last Friday to all the businesses, building owners and the non-profits she could find emails for. We have two non-profit registrants so far. Laurie Marchini asked that we be sure to send it out to schools as well – Melinda will do that this week. The deadline for registration is March 29th. Please help get the word out.

Public Comment – Doug Schwab let everyone know about the Fade to Blue weekend, a reunion weekend for Allegany High School students. The main event will take place on July 9th at 4pm at Canal Place with food trucks, beer trucks and live music. Doug asked if they could have a band on the McCoury Stage during the day. Melinda will work with Doug on details. It is expected that there will be a lot of people in town for this.

There being no further business, the meeting was adjourned at 9:49AM.

THE NEXT REGULAR MEETING WILL BE HELD
Thursday, April 14, 2021 at 9AM