

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

MEETING MINUTES

April 14, 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, Leigh Ann Sipple, Dave Romero, Mayor Ray Morriss, Laurie Marchini, John Buchanan, Ruth Rogers-Davis, Chris Myers – WCBC, Bob Mayhew

Minutes

March meeting minutes accepted as submitted.

Treasurer's Report – Sandi Saville (in Ed Huber's absence)

- We are 75% 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. You will notice that special events and marketing look like they are over the budget, but these expenses will be covered by the ARPA grant funding, which will show in the revenue section next month.

Report from Executive Director – Melinda Kelleher

Completed:

- Managed details of the Hooley Pub Crawl – publicity and other logistics.
- Submitted additional information for the Community Safety Grant.
- Attended International Women's Day at Rocky Gap.
- Spoke at the Cumberland Farmer's Market member meeting about plans for 2022.
- Participated in Community Legacy Grant Advisory meeting.
- Attended Habitat for Humanity groundbreaking.
- Interviewed candidate for PT Marketing Coordinator position (from ARPA grant).
- ARPA Grant Marketing Committee meeting – Review Marketing Calendar and RFP for Marketing Services, send out minutes.
- Released RFP for Marketing Services.
- Final proof of the Mitigation Plan for the Baltimore Street Project.
- Began distributing new tear-off maps of downtown.
- Delivered 2022 lease agreements to downtown restaurants/bars.
- "Spring Into Cumberland" Windows Decorating Contest – Tracked registrations, met with designer about landing page for voting with QR code, created invoices for each participant for seed funds, distributed seed funding checks to all participants, secured windows for participants that don't have them; assigned windows to nonprofits and organizations.

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Report from Executive Director – Melinda Kelleher (continued)

- Meetings attended: Baltimore Street Project Workgroup, Chamber Economic Development Committee, Chalk It Up to Civility event planning, ARPA Special Events Committee, ARPA Marketing Committee, Mountain Maryland Trails board meeting and 3M Ride Committee, Canal Towns Partnership.
- Meetings with: Becky McClarran – DCBA for spring and summer event planning; Wes Heinz and Nikki Shields – WMSR; Ashli Workman – Allegany Tourism; Rob Forcey – Cumberland Times News; Dave Love – Azad’s; Juli McCoy – Allegany Chamber of Commerce
- Executed March social media calendar (Facebook new Likes – 16; Facebook new Followers – 28).
- Completed Main Street Maryland report for March and submitted.

April/May Projects:

- Spring Into Cumberland Windows Contest - Write press release and distribute; Finalize voting procedures.
- Execute Easter Bunny and Chalk It Up to Civility events downtown.
- Finalize Scavenger Hunt details and execute.
- Speak at Let’s Beautify Cumberland meeting.
- 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.
- Continue to distribute new tear off maps to downtown businesses, area hotels, visitor centers in area.
- Write job description for PT Events Coordinator and work with HR to get finalized (funded by ARPA grant).
- Participate in panel for Leadership Allegany Alumni Committee.
- Review FY23 budget with DDC board chair and treasurer.
- Press release for Farmer’s Market.
- Main Street Maryland April report.
- Execute April social media calendar.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Attend bi-weekly Baltimore Street Project meetings, Canal Place Board meeting, ARPA committee meetings, Mountain Maryland Trails board meeting, 3M Ride Committee, and monthly Chamber Economic Development Committee meetings.

This past month was productive in the area of the ARPA grant committees and the work we will be doing. Spring and Summer events are being planned and executed. The Marketing RFP has been distributed and the DDC will select the vendor this summer.

The challenges for the next month will most likely be related to the promotions and awareness of all of our spring events – Chalk It Up to Civility, the Windows Decorating contest, and the Scavenger Hunt. Now that things are opening back up, we have a number of opportunities to promote the downtown businesses.

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Old Business

- Baltimore Street Project – no significant updates. Bobby Smith is meeting with the State Highway team this week to review the plans.

New Business

- **CEDC update** – Matt Miller and Stu Czapski unable to attend.
- **Spring Events** – Melinda provided an update on upcoming events:
 - 1) Easter Bunny/Chalk It Up - The events will take place on Saturday. Program begins at 10:30AM and will run 11-1.
 - 2) Windows Decorating Contest – Voting opens May 1 and runs through June 5. We have 26 participants.
 - 3) Spring Scavenger Hunt – May 1-7 for National Small Business Week. 18 businesses so far have signed up and deadline is Friday. We will do a drawing of the completed forms and four winners will each receive a \$50 gift certificate to a participating business of their choice.
 - 4) Farmer’s Market – Opens on April 28th; we will have live music and raffle prizes.

Summer Events

- 1) North Centre Street Block Party – June 11, noon – 9PM. Live music, open container, outdoor tables for eating and drinking, shops open late. This will be a good pilot program to see if we can do this when the Baltimore Street construction begins.
 - 2) Friday After Five – July 8 6PM-9PM with Queen City Funk and Soul
- **ARPA Grant for Stage and Sound Equipment** – Melinda provided an update. The new stage, podium and sound equipment have all been purchased.
 - **Appointment of Nominating Committee** – The DDC Board Chair, Sandi Saville, indicated she was not seeking another term and the officers slate would include chair, vice chair, secretary and treasurer. Any Board member wishing to serve in any of these positions should contact Ed Huber or Dave Romero before our May meeting. Sandi will contact City Clerk Margie Woodring, to get information on who has applied for a DDC Board position.

There being no further business, the meeting was adjourned at 9:42AM.

THE NEXT REGULAR MEETING WILL BE HELD
Thursday, May 12, 2021 at 9AM