

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

MEETING MINUTES

July 14, 2022

9:00 AM - Via WebEx

Call to Order

Board Chair, Doug Schwab, called the meeting to order at 9:07AM. Doug welcomed everyone and thanked them for their service.

Melinda introduced Trina Runner, the new DDC PT Marketing & Events Coordinator.

Attendance

In Attendance: Sandi Saville, Melinda Kelleher, Leigh Ann Sipple, Doug Schwab, Matt Miller, Stu Czapski, Larry Jackson, Dave Romero, Laurie Marchini, John Buchanan, Lori Lepley, Ray Morriss, Ruth Davis-Rogers, Brian Gowans – WCBC

Absent: Rhiannon Morgret, Ed Huber, Bob Mayhew, Dan Bowser

Minutes

June meeting minutes accepted as submitted.

Treasurer's Report – Doug Schwab in Ed Huber's absence

In reviewing the financials for June, they are in line with what we have seen the last few months. Total revenue is \$51,000 more than budgeted and total expenditures are \$59,000 more than budgeted. Results in a current year deficit of \$8,000. That amount will be absorbed by the beginning fund balance. The extra expenditures are from salary COVID bonuses, additional health insurance for staff, marketing and promotions, special events, and equipment. Those items were funded primarily from the COVID funds.

Report from Executive Director – Melinda Kelleher

Completed:

- Attended Centre Street Festival and promoted on social media.
- Scheduled, created agenda and led the APRA Special Events Committee meeting.
- Visited downtown businesses to pick up their Windows Contest reports and receipts for the seed funds.
- Worked with Ed Mullaney/Let's Beautify Cumberland on planting flowers in the Mechanic Street Plaza waterfall.
- Met with Kendall Ludwig and Matt Miller about new website updates Kendall will be working on.
- Scheduled (2) interviews for Marketing Proposal candidates and led second-round interviews.
- Marketing Plan Kick-off meeting with Curly Red/Kendall Ludwig.
- Distributed press release for July 8-9 live music.
- Wrote copy for radio ads to promote July 8 & 9 music.
- Oversee set up for Friday After Five event July 8th and live music on July 9th.
- Created invoices for upcoming live music bands.

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Report from Executive Director continued – Melinda Kelleher

- Proofed updates to restaurant rack card/poster and to tear-off map.
- Completed and submitted Leadership Allegany application.
- Meetings with: Sarah Price – MD Retailers Association; Doug Riegner – Gap Conservancy about ad for Trail Guide; Wes Heinz – WMSR; Tracy Greely – Allegany Habitat for Humanity; James Horstkamp, President of Energy Select Alternative Solutions, opening new business on Baltimore Street.
- Meetings attended: Baltimore Street Project Workgroup, Mountain Maryland Trails 3M Ride Committee, Chamber Economic Development Committee
- Executed May social media calendar (Facebook new Likes – 43; Facebook new Followers – 59).
- Completed Main Street Maryland report for May and submitted.

July/August Projects:

- Spring Into Cumberland Windows Contest – Finalize with winners how they will spend their marketing packages.
- Oversee invoices, contracts, and publicity for Friday After Five bands for August, September and October.
- Work with Curly Red/Kendall Ludwig on DDC Marketing Plan and website updates.
- Release Summer E-Newsletter.
- Distribute new restaurant rack cards/posters and tear off maps.
- Draft and send out grant opportunity to DDC businesses for technology assistance.
- Special events meeting with City group to discuss permitting, etc. – City Clerk, City Administrator, Fire, Police, Streets Dept.
- Contact marketing and communications professionals about our technology grant for downtown businesses and gauge interest in being considered for work.
- Main Street Maryland July report.
- Execute July 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. Summer events are being planned and executed. Fall plans are beginning. The selection of a vendor for the Marketing Plan and website work was a big step forward.

Challenges for the next month: Balancing events with the important strategy work on the Marketing Plan and website.

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Old Business

- Baltimore Street Project – Matt Miller shared that SDOT got the plans last Friday for final review before going to Federal Highway again. Project should go to bid in August.

New Business

- **Community Safety Grant** – The signed agreement for the grant has been submitted. This is for \$95,400 for a security camera system downtown and Ring Doorbells for businesses.
- **Project Restore** – Matt shared that grants were awarded to several downtown businesses.
- **Upcoming Events** – Farmer’s Market live music 7/21; Friday After Five: 8/12 Travis Minnick Band, 9/9 The Plate Scrapers, 10/14 Butterscotch Blonde.
- **DDC Marketing Plan** – Melinda reported that (4) companies submitted bids on the marketing package work for the DDC. A committee ended up hiring Kendall Ludwig with Curly Red. She will have a first draft in August. Kendall is also working on a logo and branding. Melinda will ask Andrea Beall and Leigh Ann Sipple to help review our options.
- Doug suggested sending out an email update to all downtown constituents. Melinda will work on this and provide a draft.

Ruth Davis-Rogers

Ruth shared that she has submitted (4) Community Legacy projects and announcement will be in the Fall. Ruth thinks that people know very little about the tax credit information. She would like to have a workshop about tax credits and videotape it to put on the City website. There is a lot of misunderstanding about this program. Larry Jackson has used tax credits for his work and can help some with how to navigate the process. Matt suggested inviting local lenders to attend as they are working with many investors.

Public Comment

Doug asked if anyone wanted to start meeting in person again and everyone agreed they like meeting virtually.

Doug Schwab thanked Sandi Saville for her board leadership the last nine years. Executive Director, Melinda Kelleher presented Sandi with a framed rendering of the Baltimore St Project.

There being no further business, the meeting was adjourned at 9:50AM.

THE NEXT REGULAR MEETING WILL BE HELD
Thursday, August 11, 2021 at 9AM