

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

**MEETING MINUTES**

**August 11, 2022**

**9:00 AM - Via WebEx**

**Call to Order**

Board Vice Chair, Larry Jackson, called the meeting to order at 9:04AM filling in for Chair Doug Schwab, who couldn't attend.

**Attendance**

In Attendance: Sandi Saville, Melinda Kelleher, Leigh Ann Sipple, Matt Miller, Larry Jackson, Dave Romero, Laurie Marchini, John Buchanan, Lori Lepley, Mayor Ray Morriss, Ruth Davis-Rogers, Ed Huber, Trina Runner, Lindsay Renner-Wood, Bob Mayhew, Dan Bowser, Brian Gowans – WCBC

Absent: Doug Schwab

**Minutes**

July meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

July was the first month of the new fiscal year and 6% of our budget is spent. The tax revenue was budgeted at \$180K and actual is \$183K, so that is good.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Meeting with RTL Productions for training on Mailchimp for DDC E-News.
- Worked with Special Events Coordinator on next E-blasts promoting downtown businesses.
- Interviewed on a live ad on WCBC regarding downtown events.
- Created agenda and led meeting of the ARPA Special Events Committee.
- Met with Katie Stone, Marketing Manager for the Allegany Farmer's Market about initiatives.
- Met with Kendall Ludwig at Curly Red about design of materials for the next window decorating contest.
- Special events meeting with other City representatives to review upcoming events and needs.
- Distributed press release for Friday After Five for August, September and October.
- Began work on the Halloween event to be held downtown on October 29<sup>th</sup>.
- Meetings attended: Baltimore Street Project Workgroup, Mountain Maryland Trails 3M Ride Committee, Canal Place Board Meeting, Mountain Maryland Trails Board meeting
- Executed July social media calendar (Facebook new Likes – 17; Facebook new Followers – 35).
- Completed Main Street Maryland report for July and submitted.

## MEETING MINUTES

August 11, 2022

9:00 AM - Via WebEx

### August/September Projects:

- Finalize Winter Windows Contest – secure vacant windows for displays, send out registration materials for participants.
- Work with Curly Red/Kendall Ludwig on DDC Marketing Plan and website updates.
- Match businesses who registered for technology assistance with the vendors who also registered to provide services.
- Execute August Friday After Five.
- Finalize details of the Halloween event on October 29<sup>th</sup> and get promotional materials designed.
- Special events meeting with City group to discuss permitting, etc. – City Clerk, City Administrator, Fire, Police, Streets Dept.
- Meet with representatives of Preservation MD for a site visit of downtown.
- Attend ribbon cutting of new business downtown, Hidden Treasurers.
- Speak at the Allegany County Retired School Personnel monthly meeting.
- Main Street Maryland August report.
- Execute August 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 event planning and execution. With three Friday After Five events coming up, along with the Halloween event, the window contest, and the holiday events, it will be a busy fall and winter.

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

### Old Business

Baltimore Street Project – Matt Miller shared that the bid package was published today with a deadline of 9/21 to submit proposals. The CEDC has written a press release, which Matt and Stu will send out today.

### New Business

**CEDC Updates** – Matt Miller provided the following updates:

- The M&T building at 118 Baltimore Street has sold to CG Enterprises (Chris Hendershot and Garrett Eagan), who are also renovating the McMullen Building. It is 48,000 sq ft that will be developed as mixed use – upscale apartments and Air B&B units and retail.
- The CEDC will be releasing the Baltimore Street Investment Program grant, which will total \$920,000 with a required match. This is for businesses on Baltimore Street, Liberty and Centre.
- We should be receiving the funds from the Community Safety Grant by the end of August.

## **New Business**

### **CEDC Updates** - continued

- Matt and Stu went on a tour of the BB&T building with the listing agent, who doesn't live here. The CEDC now has access to the building and can show it without the listing agent.
- Matt asked that if any building owners have space for lease or sale to please let him know. We are getting a lot of inquiries about available space. We would like to put a list somewhere for people to see.

### **Historic Preservation Update** – Ruth Davis-Rogers provided the following updates:

- There are a number of people interested in buying buildings downtown.
- Ruth will be creating a Tax Incentives program/workshop in late September/early October that will help guide new building owners. Ruth has been helping new building owners with historic guidelines, and local, state and federal government grants.
- There is an Accessibility Improvement Grant that is focused mainly on accessibility in older, historic homes and roof improvements. This will be available to certain income levels.
- Ruth reapplied for funding for Cumberland Historic Preservation Plan and received funding. She will be working on an RFP to hire a consultant to create this plan.

Ruth stated that she is working closely with Matt, Melinda and Kevin Thacker (Code Enforcement Manager) to assist new and potential building and business owners downtown. It is working well, working together for each piece that the new investors need.

Mayor Morriss stated that the DDC, HPC and CEDC working together was making a big difference. The HPC is much more citizen focused now. He thanked everyone for their good work.

Laurie Marchini also mentioned Kevin Thacker, the City's Code Enforcement Manager, and thanked him for his good work.

### **Upcoming Events Update** – Melinda provided the following updates:

- Reminder about the Friday After Five event tomorrow night as well as for September and October.
- There is a family-friendly Halloween event being planned for Saturday, October 29<sup>th</sup> downtown that will include trick-or-treating and other activities (Boo on the Bricks).

### **DDC Marketing Plan Update** – Melinda provided the following update:

- Kendall Ludwig at Curly Red has been working with Melinda and Matt on an updated logo to be used on the website and other assets for the Baltimore Street Project. It is finalized and we will share it at the meeting in September. This is part of the branding exercise that is included in the marketing plan. Kendall will now begin work on the website that we hope to relaunch before Thanksgiving.

## **Public Comment**

No public comments.

There being no further business, the meeting was adjourned at 9:43AM.

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, September 8, 2021 at 9AM**