



**MEETING MINUTES**  
**March 9, 2023**  
**9:00 AM – Hybrid Meeting**

**Call to Order**

Board Chair, Doug Schwab, called the meeting to order at 9:01AM.

**Attendance**

**In Attendance:** Ed Huber, Melinda Kelleher, Matt Miller, Doug Schwab, Laurie Marchini, Bob Mayhew, Lori Lepley, John Buchanan, Larry Jackson, Dave Romero, Ruth Davis-Rogers, Rhett Wolford, Ryan Brenneman, Sandi Saville, Mayor Ray Morriss

**Media:** Brian Gowans, WCBC radio; **Absent:** Penny Walker, Dan Bowser, Laurie Marchini

**Minutes**

February meeting minutes – Motion to approve – Bob Mayhew; Second – Larry Jackson; all in favor

**Treasurer's Report – Ed Huber**

February shows expenses at 60% year to date, in line with where we should be.

**DDC Executive Director Report – March 2023**

Completed:

- Hand-delivered Mitigation Plans to downtown businesses.
- Town Hall meeting – Met with Ryan Brenneman about virtual details; promoted on social media; set up for event and managed logistics; collected pre-submitted questions and distributed to panel; created printed event program; wrote and submitted press release.
- Baltimore Street Groundbreaking – Created and sent out invitation. Ordered marketing items for event.
- Oversaw and managed the distribution of the downtown mall assets – benches, trash cans and bike racks.
- Meeting with representatives from Fire, Police and Streets Departments about Friday After Five events downtown during construction.
- ARPA Marketing Committee meeting – create agenda and minutes, lead meeting.
- Hired and onboarded new Mall Maintenance Coordinator, Matthew Milleson.
- Training for new website management.
- Created and sent out E-Blasts for Baltimore Street Grill; new website announcement, Fore Axes.
- Oversaw final website tweaks and launched new website. Sent out press release about website.
- Meetings/events attended: Baltimore Street Project Workgroup, City Events meeting.
- Executed February social media calendar (Facebook likes – 3.5K likes; 4K followers).
- Completed Main Street Maryland report for February and submitted.



**MEETING MINUTES**  
**March 9, 2023**  
**9:00 AM – Hybrid Meeting**

**DDC Executive Director Report – March 2023 (continued)**

**March/April Projects**

- Oversee and manage the Baltimore Street Groundbreaking Ceremony.
- Work with designer on the Friday After Five promotional materials for the first three events.
- Work with designer on Spring Fling promotional materials (April 8).
- Execute promotions for the Hooley Pub Crawl (March 11).
- Plan and lead ARPA Marketing Committee meeting.
- Begin to order signage for downtown for construction period.
- Work with Curly Red on Marketing Plan for Baltimore Street Project.
- Present at Lifelong Learning at ACM – Baltimore Street Project Update.
- Main Street grants reports and Main Street Activity Report.
- City Events Committee meetings.

**Old Business**

**Baltimore Street Project – Matt Miller**

Groundbreaking on March 17 at 12:30PM; Town Hall meeting went very well.

**CEDC Update – Matt Miller**

Grant Program Phase II is closed now. Received more requests than funds available. Review committee meeting on Monday to make decisions. Security grant agreement is in process.

**Historic Preservation Update – Ruth Davis-Rogers**

Tax Incentive Workshop very successful with 41 people in person and 10 virtually attending.

The MD Historic Trust grant has an extension until May 1 for the FY 23 round with \$600K in the pot.

Preservation MD Heritage Fund grant closes at the end of the month. The consultants for the Cumberland Historic Preservation Plan are in town today from Chicago.

**Main Street Committees – Doug Schwab**

Doug emailed letters to all the committee members and assigned one person in each group to organize the first meeting.



## MEETING MINUTES

March 9, 2023

9:00 AM – Hybrid Meeting

### Public and Committee Member Comments

- Larry Jackson – We really need free parking downtown during the construction. Could the DDC do a letter making this request to the Mayor and City Council? Parking is a PR issue.
- Ryan Brenneman – Employees of downtown businesses need to park away from downtown and not take up spaces meant for customers. Businesses need to support this. Could we offer free parking for just an hour or two if not 24/7? There is poor communication about other construction projects outside of the DDC district downtown letting the businesses know ahead of time. Mayor says there are press releases that go out. Melinda will make sure that Engineering is sending her the press releases so she can pass on to businesses, too.
- Sandi Saville – Jeff Silka is getting ready to embark on a parking review. Could we ask for a discount or free parking in the George Street garage?
- Mayor Morriss – He can talk to Jeff Silka and ask about two free hours in garage.

The meeting was adjourned at 9:46 AM.

**The next regular meeting will be held on Thursday, April 13, 2023 at 9AM.**