



MEETING MINUTES
July 13, 2023
9:00 AM – Virtual Meeting

Call to Order

Board Vice-Chair, Larry Jackson, called the meeting to order at 9:00AM.

Attendance

In Attendance: Melinda Kelleher, Matt Miller, John Buchanan, Larry Jackson, Ruth Davis-Rogers, Penny Walker, Dan Bowser, Mayor Ray Morriss, Ed Huber, Sandi Saville, Laurie Marchini, Lori Lepley, Andrea Beall, Jamie Echfu, Eve Hutcherson, Dave Romero, Micheal Harris

Media: WCBC Radio (Kathy Cornwell), Cumberland Times-News (Theresa McMinn)

Absent: Rhett Wolford, Ryan Brenneman, Doug Schwab, Ed Huber

Minutes

June meeting minutes accepted as submitted.

Treasurer's Report – Melinda (in Ed Huber's absence)

June was the last month of the Fiscal Year for 2023. To date for FY 23, we are at 86% of revenue and 90% in expenses. The finance department will be finishing everything up over the next two weeks.

Melinda presented the FY 24 budget that Ed created with a list and a pie chart (attached to these minutes). The budget is balanced at \$385,179. Sandi Saville moved that the budget be accepted and Micheal Harris seconded motion. Melinda explained that she is holding some funds back from the ARPA grant for the grand opening of Baltimore Street.

Executive Director Report – July 2023

Completed:

- Friday After Five Event on July 7 – Scheduled radio ads, hired musicians, handled other publicity, placed sandwich board signs to promote the event.
- Town Hall Meeting for Baltimore Street Project – about 50 people on call.
- E-Blasts – Construction update, Town Hall Meeting.
- Summer Farmer's Market – promotions, social media.
- Hung new light pole banners in Merchant's Alley, on Liberty and Mechanic Streets with "open for business" messages. Ordered and installed new bike rack in Merchant's Alley.
- Website updates and additions.
- Sent out Survey Monkey survey to downtown businesses about holiday events.

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Executive Director Report – July 2023 continued

- Meetings/events attended: Maryland Retailer's Association, Rotary Club speaker, C&O Canal Towns Board Meeting (Williamsport), Vibrant Image Productions – promotional video, Matt Idleman – Town Hall Meeting Planning, Baltimore Street Workgroup, Planning meeting for holiday events with Canal Place, speaker at Allegany County Tourism's Fam Tour, Main Street Committee meetings – Economic Restructuring; Clean, Safe and Green; Economic Stakeholders meeting at Chamber, Walk through with streets department to look at street signs, meeting with potential new downtown business owner, DEI training at City Hall.
- Executed May social media calendar (Facebook 3.6K likes; 4.3K followers).
- Completed Main Street Maryland report for June and submitted.

July/August Projects

- Continue website updates for Baltimore Street Project.
- Promotions for Friday After Five on August 4 – radio ads, etc.
- Eblasts –Azad's, Construction updates.
- Begin work on the Halloween event for October 28th – logistics.
- Main Street monthly report.
- Attend Main Street Maryland Webinar – The Future is Now
- Meetings/Events: Main Street Organization Committee and Clean Safe and Green Committee, Baltimore Street Workgroup, City Events Committee, Baltimore Street Progress Meeting, Canal Place Board meeting, Construction Update meeting with Triton, Chamber State of the County program.

Old Business

Baltimore Street Project – Melinda Kelleher

Infrastructure work continues; we had a water outage on Monday and Tuesday this week, but has been fixed. Matt Idleman and Melinda have discussed a better communication strategy for the future and Triton is clear about it, too. Triton will be moving into the Baltimore Street/Centre Street intersection next week and Centre Street will be closed probably Monday – Wednesday at Union Street. There will be pedestrian access.

CEDC Update – Matt Miller

Security Project – Still have 3 properties to get easements to install the equipment (out of 13). All of the equipment has been purchased.

Historic Preservation Update – Ruth Davis-Rogers

Introduced intern Eve Hutcherson, who will be with us this summer. Ruth has submitted (5) grants through the Community Legacy program – 1) Connectivity/Wayfinding Signs; 2) Baltimore Street Public Art; 3) Roof replacement for residents; 4) Midtown Facades; 5) Relocation grant with incentives for new residents who buy homes. Historic Preservation Plan – 95% draft due by the end of July. Consultant will be coming back to Cumberland for public feedback.

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Main Street Committee Reports

Clean Safe and Green – John Buchanan

Met June 28. Discussed electric vehicle charging stations – doing some research. Also, will look into electric bike chargers – Dave Romero said they just need a regular outlet. Looking at Dexter Alley and how to clean it up.

Design Committee – Sandi Saville

Haven't met since last report. Public Art Commission will be formed to discuss public art downtown and will probably meet in July.

Economic Restructuring Committee – Larry Jackson

Met June 28. Discussing the future of the DDC structure, an anchor retail tenant for Baltimore Street.

Organization Committee – Laurie

Meeting again on July 20th. Researching other Main Street communities to see what their Organization Committee does for Main Street. Also inviting additional members to join.

Promotions Committee – Dan Bowser

Meeting in July – date TBD. Will discuss Fall and holiday events and how they will help.

Public Comments

Sandi Saville shared that she and Julie Westendorff are working on a NEA grant to provide matching funds for public art. Also planning a \$10K grant for improvements to Church Alley by Arts Council.

Melinda introduced Jamie Echefu, our newest board member. Jamie is an owner of Wheelzup Adventures downtown.

The meeting was adjourned at 10:05AM.

The next regular meeting will be held on Thursday, August 10, 2023 at 9AM.