

CUMBERLAND

DOWNTOWN DEVELOPMENT COMMISSION

A Main Street Maryland Community

MEETING MINUTES
NOVEMBER 12 2020
9:00 AM
Via Zoom

Roll Call

In Attendance: Sandi Saville, Doug Schwab, Larry Jackson, Ed Huber, Laurie Marchini, Dave Romero, Daniel Taylor-Neumann, Kathy McKenney, Nathan Price, Mayor Ray Morriss, Ruth David Rogers, Lori Lepley, Dan Bowers, Lindsey Renner-Wood, Bryan Gowans, Melinda Kelleher, Matt Miller, Bob Mayhew

Minutes

October meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber

- Reviewed October Budget Performance Report and Balance Sheet
- Checking on \$19,000 adjustment made for Property Tax
- We have spent 30% of budget after one third of the fiscal year, but 37% in payroll due to paying out Danny Glantzer for earner time and retirement pay at his retirement.

Report from Executive Director – Melinda Kelleher

Completed:

- New Mall Maintenance Manager hired. Jacob Corbin started on November 2.
- Parking brochure finalized and printed. Will begin distribution to visitor centers and local businesses. (Photo shared)
- Halloween activities planned and executed, including Trunk or Treat and contests for costumes, pumpkins and house decorations.
- New pedestrian mall signs designed, produced and out on mall (photo shared).
- Seven meetings with business owners/property owners and/or community leaders.
- Social media calendar created with plan for November.
- Attended Baltimore Street Redevelopment Project meetings and agreed to serve on Marketing Sub-Committee.
- Continued to update contact information for business owners and property owners.

November projects:

- Oversee seasonal lights going up on downtown mall.
- Finalize plans for the holidays (tree lighting, Small Shop Saturday, etc.) and execute. Tree lighting will be virtual at the recommendation of the Mayor and City Council. More details to come soon.
- Apply for Main Street Maryland grant to support local businesses – application opens on 11/17 and deadline 11/20, so will have it completed before 17th to drop information into application on 17th.
- Marketing and social media execution to promote local downtown holiday shopping.

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Old Business – Matt Miller, Executive Director of the CEDC

Baltimore Street Project

- For the Mechanic Street and Liberty Street parklets, we are having discussions now on placement of lights, trees and waterfall – retaining aesthetic nature of the project.
- The Baltimore Street Workgroup holds an advisory role. The Marketing sub-group will be working on strategy – putting out information to stakeholders of the project; address adverse effects of project during construction and do our best to combat those. Making sure the story is told as it should be.
- Renderings will be done to provide visuals of what the project will look like – paid for by a grant from the Arts Council with a DDC match.
- Matt is looking at some COVID funds that are left to provide grants to Baltimore Street property owners to help with water lines and fiber cable upgrades.

CEDC

- Ground breaking of the Maryland Avenue property has taken place. Equipment should be on property around Thanksgiving to begin work.
- One of the property's new tenants will be Sean D'Atri (restaurant).
- This project will make Cumberland more competitive in the commercial market.

New Business

Kathy McKenney, Historic Planner/Preservation Coordinator

- Neighborhood Business Works Opportunity Grant – New grant program through the State of Maryland; opened 11/7 for for-profit businesses with 50 or less employees. Capital and operating support.
- Economic Impacts of Historic Preservation in Cumberland – Presentation on 11/18 4PM.

Melinda Kelleher, Executive Director, DDC

- Gov. Hogan's Rainy Day Fund will provide \$5MM to Main Street Maryland programs. Grant opens 11/17 and applications are due 11/20. DDC will be applying and will then award grants to local businesses and restaurants.
- Allegany County Restaurant Relief Fund - \$650K; Deadline for applications is 12/14; grants of \$5K and \$8K will be awarded.

There were no public comments.

There being no further business, the meeting was adjourned at 10:09AM.

THE NEXT REGULAR MEETING WILL BE HELD
December 10, 2020 at 10AM via Zoom