

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

**MEETING MINUTES**  
**JANUARY 14, 2021**  
**9:00 AM - Via Zoom**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:04AM.

**Attendance**

In Attendance: Sandi Saville, Ed Huber, Dave Romero, Kathy McKenney, Ruth Davis Rogers, Dan Bowers, Lindsey Renner-Wood, Melinda Kelleher, Stu Czapski, John Buchanan, Nathan Price, Rhiannon Morgret, Laurie Marchini, Lori Lepley, WCBC

**Minutes**

December meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

- Reviewed December Budget Performance Report and Balance Sheet.
- The DDC budget has been revised and changes are reflected this month.
- We are half way through fiscal year and expenses are at 52%, which is on target.
- Our fund balance will expire at the end of the fiscal year. Retirement payments to past Mall Maintenance Manager and payment to Baltimore Street Project designer contributed to this.

**Report from Executive Director – Melinda Kelleher**

**Completed:**

- Updated DDC power point presentation which is given to new and potential board members. Will be also added to the DDC section of the City website.
- Completed Main Street Maryland reports for October, November and December and submitted.
- Began planning for a Baltimore Street Project public kick-off that will be done virtually in March to share renderings and updates.
- Gathered proposals for a new website focused on the Baltimore Street Project, which will become the DDC website once the project is complete. Calls with potential website designers.
- Worked with Mall Maintenance team to create an inventory of maintenance equipment and tools, including age and condition of each item. This will be used for budgeting purposes as well.
- Met with new Mall Maintenance Manager for 60-day check-in – discussed inventory list and winter/spring projects.

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**Report from Executive Director – Melinda Kelleher (continued)**

**Completed:**

- Set up monthly meetings with Mall Maintenance Manager. Jacob will share a report each month on completed projects, future projects, and any challenges that need to be addressed.
- Participated in weekly Baltimore Street Project Workgroup meetings and Marketing Committee meetings.
- Zoom meeting with Jennifer Walsh – The Greater Cumberland Committee.
- Social media January calendar created.
- Continued to update contact information for business owners and property owners.

**January projects:**

- Oversee Main Street Maryland grant program to support businesses, including reviewing applications, sending out notifications and working with City Finance department to execute payments to businesses by year's end.
- Plan Groundhog Day event to take place outside at City Hall.
- Continue work on March kick-off meeting for Baltimore Street Project.
- Work on FY2022 DDC Budget – calls with DDC Treasurer and Chair. First budget meeting scheduled for 1/25 with Finance team.
- Work with website designer for new website – write verbiage/narrative, provide photos.
- Continue marketing and social media execution to promote support of local downtown businesses and restaurants.
- Continue to attend weekly Baltimore Street Project meetings, Marketing Committee meetings, monthly Chamber Economic Development Committee meetings.
- Attend monthly Main Street Maryland meeting (Zoom).

**Old Business**

- No changes from last meeting.

**New Business**

**Melinda Kelleher, Executive Director, DDC**

- Baltimore Street Renovation Project/DDC Website – Progress continues on design for website for Baltimore Street Renovation Project, which will eventually become the DDC/Main Street Cumberland website. PikeWood Digital discovered a \$2,800 credit for the DDC that we had, so we will utilize those funds for design of new website.
- Special events on the Mall for this year are to be determined, but we know The Hooley will not be held, although some bars and restaurants may have specials that weekend. We have been approached by the Harley-Davidson Regional Rally about holding their event the last weekend of June. They were supposed to hold it in June of 2020, but it had to be cancelled.

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**New Business (continued)**

- Nathan Price shared information about the new SBA grants coming out. If you received funds in round one, contact your bank to see if they are participating again. Your business must have less than 300 employees and have lost 25% or more in business in one quarter of 2020. Melinda will send this information out to all downtown merchants.
- The City will be switching from Zoom for virtual meetings to WebEx. Our February meeting will be held on this new platform and all meetings moving forward.

**Public Comment**

- Kathy McKenney, Historic Planner/Preservation Coordinator, reminded everyone that there is a Historic Preservation Workshop in May and Kathy asked if there were any topics people would like for her to suggest for workshop content. People can send their suggestions to Kathy via email.
- Laurie Marchini, Councilwoman, shared that there is a Mind Body Medicine Skills group that will be meeting for 8 weeks, 2 hours a week. Learn skills to de-stress, relaxation, meditation. Paid for with a grant from OCC. Let Laurie know if you are interested.

There being no further business, the meeting was adjourned at 10:00AM.

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, February 11, 2021 at 9AM via Web Ex**