

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

**MEETING MINUTES**  
**FEBRUARY 11, 2021**  
**9:00 AM - Via WebEx**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:06AM.

**Attendance**

In Attendance: Sandi Saville, Ed Huber, Dave Romero, Kathy McKenney, Ruth Davis Rogers, Melinda Kelleher, Stu Czapski, John Buchanan, Rhiannon Morgret, Councilwoman Laurie Marchini, Lori Lepley, Doug Schwab, Daniel Taylor-Neumann, Matt Miller, Larry Jackson, Mayor Ray Morriss, Bryan Gowans – WCBC, Lindsey Renner-Wood – Cumberland Times-News

**Minutes**

January meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

- Reviewed January Budget Performance Report and Balance Sheet.
- We are a little over half way through fiscal year and expenses are at 58%, which is on target.
- Ed Huber, Sandi Saville and Melinda Kelleher met with the City finance team about the FY'22 DDC budget recently. We are waiting to get the updated numbers for employee health insurance and other benefits to finalize the first draft of the budget.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Completed Main Street Maryland report for January and submitted.
- Met with DDC Executive Committee for check-in.
- Met with new website design team and website committee to discuss website elements and plan. (Committee is Melinda Kelleher, Allison Layton with the City, and Doug Schwab).
- Budget meeting with City finance team to review first draft of the DDC FY22 budget.
- Finalized Main Street Maryland grant application and criteria to apply.
- Planned and executed Groundhog Day Celebration.
- Met with Mall Maintenance Manager for January check-in.
- Participated in weekly Baltimore Street Project Workgroup meetings and Marketing Committee meetings.
- Executed January social media calendar and created February calendar.
- Attended ribbon cutting ceremonies for new electric car outlet downtown and new restaurant, Lost Mountain BBQ.

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

- Meeting with Bob Mayhew, DDC board member, to discuss future events for downtown.
- Continued to update contact information for business owners and property owners.

February/March Projects:

- Release Main Street Maryland grant application to support businesses, review applications with review committee, send out award notifications and work with City Finance department to execute payments to businesses.
- Work with website committee on website elements to deliver everything to designers by the end of March.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Continue to attend weekly Baltimore Street Project meetings, Marketing Committee meetings, and monthly Chamber Economic Development Committee meetings.
- Main Street Maryland February report.

**Old Business**

**Matt Miller, Exec. Dir. CEDC**

Baltimore Street Project – 95% drawings are under review; Workgroup is reviewing options for lighting, water fountains, pavers and signage. The State of Maryland has included in their new budget a \$500K grant to the project, which will narrow the funding gap. Matt is confident it will be in the approved budget. We should have the final project cost estimate soon. Project renderings are underway and should be completed in the next few weeks.

**Melinda Kelleher, Exec. Dir. DDC**

Baltimore Street Project Website Update – Allison Layton with the City, Doug Schwab and Melinda Kelleher are all working on the new website. They met with the website designers at PikeWood Digital recently and talked through the timeline and process. We purchased the new url – it will be: [www.historiccumberlandcitycenter.com](http://www.historiccumberlandcitycenter.com). A dropbox has been set up to put all content for the designers. We are working on narrative, photos and other content and will have all content in the dropbox by the end of March. It will take the designers 30-45 days to build the site.

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**New Business**

**Kathy McKenney,**

Historic Preservation Update – May is Historic Preservation Month and Kathy is asking for suggestions for workshop content for the conference. Suggestions from the group include: basic and simple explanations on requirements and guidelines for Cumberland; available tax credits for building owners; Councilwoman Marchini shared that the Historic Preservation Council in Cumberland should be seen as a positive, not a barrier. Mayor Morriss concurred that we need to work to change the perception of the HPC. Melinda suggested adding historic preservation information to the FAQ on the new website. Lori Lepley suggested that Kathy work with local real estate agents who could benefit from learning more about historic preservation.

**Sandi Saville, DDC Board Chair**

Sandi shared that the request for qualifications for a new the Cumberland Historic City Center Logo has gone out. Sandi and Julie Westendorff are working together on this project.

**Melinda Kelleher**

The Main Street Maryland COVID Relief Mini-Grant application was sent out on Monday to all businesses that qualify in the special taxing district. Deadline is February 22. Sandi Saville, Doug Schwab, Ruth Davis-Rogers and Melinda Kelleher are on the selection committee. Sandi asked if there were others interested in being on the selection committee and Councilwoman Laurie Marchini volunteered. We have (13) applications so far. Maximum award is \$2,000 and can be used for rent/mortgage, utilities, general operating, etc.

**Sandi Saville**

The Main Street Maryland structure states that we have committees and two of those we are focused on right now are the Promotions Committee and the Organization Committee. Sandi asked Ruth Davis-Rogers to chair the Organization Committee and Doug Schwab to co-chair. Larry Jackson and Daniel Taylor-Neumann both volunteered for this committee as well. They will work on a mission and vision statement for the DDC. Sandi is asking Bob Mayhew to chair the Promotions Committee and will also ask Dan Bowser. Lori Lepley agreed to serve on this committee, too. This committee works on creative ideas for promotion of the downtown businesses through events (eventually), but other avenues as well.

**Public Comment**

Kathy McKenney mentioned that the Main Street conference this spring is offering business owners a \$25 registration fee. Melinda plans on sending this out to everyone as a great opportunity.

Matt Miller shared that Lost Mountain BBQ, a new restaurant downtown, recently held their ribbon cutting ceremony. There are several new businesses opening this spring, which is encouraging – Fore Axes and Wheels Up. Larry Jackson is also renovating a building and putting in two luxury loft apartments.

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

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, March 11, 2021 at 9AM via WebEx**