

CUMBERLAND

DOWNTOWN DEVELOPMENT COMMISSION

A Main Street Maryland Community

MEETING MINUTES

MARCH 11, 2021

9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:03AM.

Attendance

In Attendance: Sandi Saville, Ed Huber, Dave Romero, Kathy McKenney, Ruth Davis-Rogers, Melinda Kelleher, Stu Czapski, John Buchanan, Nathan Price, Councilwoman Laurie Marchini, Lori Lepley, Daniel Taylor-Neumann, Matt Miller, Bryan Gowans – WCBC, Lindsey Renner-Wood – Cumberland Times-News

Minutes

February meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber

- Reviewed February Budget Performance Report and Balance Sheet.
- We are 8 months through fiscal year and expenses are at 62%, which is on target.
- We are still working through the FY22 budget and will have a budget to share with the Board soon.

Report from Executive Director – Melinda Kelleher

Completed:

- Completed Main Street Maryland report for February and submitted.
- Two calls to discuss FY 2022 DDC budget with finance team, Board President and Board Treasurer
- Released Main Street Maryland COVID Relief Grant to Main Street businesses; organized applications and sent to Grant Review Committee; met with committee and reviewed all applications and made decisions on awards; sent out emails to all 26 applicants to notify about their awards.
- Created grant agreement for Main Street COVID Relief Grant and sent out to all awardees; tracked agreements received.
- Secured two downtown business owners for website testimonials; created questions for their interviews; attended video tapings.
- Participated in four weekly Baltimore Street Project Workgroup meetings, two Marketing Committee meetings, and two Website Committee meetings.
- Participated in the review of logo entries for new downtown logo.

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Report from Executive Director – Melinda Kelleher (continued)

Completed:

- Worked on content for the new website.
- Worked with Ryan Brenneman on creation of a temporary website splash page (historiccumberlandcitycenter.com)
- Created posting for a summer DDC intern and posted at Frostburg State.
- Executed February social media calendar and created March calendar.
- Monthly Main Street Maryland call.
- Met with Mall Maintenance Manager for February check-in.

March/April Projects:

- Work with City Finance to cut checks for Main Street COVID Relief grant payments to merchants and hand-deliver awards.
- 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.
- Attend weekly Baltimore Street Project meetings, Marketing Committee meetings, Website Development meetings, DDC Executive Committee meeting, and monthly Chamber Economic Development Committee meetings.
- Main Street Maryland March report.
- Finalize FY2022 DDC Budget.

Old Business

Matt Miller, Exec. Dir. CEDC

Baltimore Street Renovation Update - Plans are still with City Engineering Department. Getting samples of pavers. The renderings have been received and will be shared at the March 23rd public kick-off. Hopefully the plans with engineering will be wrapped up in the next two weeks, then sent to State Highway for approval. Once finalized, the project will go out to bid, and upon receiving the bids, we will know the cost of the project. Bid process should take about 3 months. Please remember that the project includes a complex network of infrastructure – water/sewer/electric lines and fiber cable.

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New Business

Sandi Saville, DDC Board Chair

Sandi shared that three finalists have been chosen for the new downtown logo – two of them are local. Finalists met with William yesterday and saw the renderings. Conceptual logo designs are due on April 3rd. One winner will be chosen from those. Other marketing news – Julie Westendorff has written an article with her perspective of the Baltimore Street Project for the May issue of Allegany Magazine and the renderings will be included as well. The public kick-off for the project will be held at 10AM on March 23rd. It will be available for viewing on the City's Facebook page and YouTube page, as well as, on the home page of the new website for the project – www.historiccumberlandcitycenter.com. Following the roll-out of the project, three banners will be hung on Baltimore Street for the spring/summer showing the renderings. Sandi is working on talking points to share with the DDC Board and others to make sure we can all answer questions and have consistent messaging.

Ruth Davis-Rogers, as chair of the Main Street Organization Committee, has started work on updating the DDC By-Laws. She sent a template of By-Laws from the National Main Street Center and some samples from other Main Street organizations. Kathy has HPC Rules of Procedure and will share those with Ruth and Sandi as well.

Kathy McKenney, Cumberland Historic Planner/Preservation Coordinator

The Neighborhood Revitalization Grant from last Fall funded one item we applied for – Roofing Replacement Program. The Maryland Department of Commerce will be opening up a grant soon for help to businesses needing to set up an online presence – Kathy will keep us updated. The National Main Street Conference is April 12-14, virtually. Melinda will share the schedule with the DDC Board, as they can register free through funding Kathy has.

Public Comment

Lindsay Renner-Wood, Cumberland Times-News – Working on a story about how it has been for local businesses in the last year – ways they pivoted to stay in business. Group made several suggestions of business owners she could talk to for feedback. Deadline is Monday.

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

THE NEXT REGULAR MEETING WILL BE HELD
Thursday, April 8, 2021 at 9AM via WebEx