

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

MEETING MINUTES
MAY 13, 2021
9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:05AM.

Attendance

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

Minutes

April meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber

- Reviewed April Budget Performance Report and Balance Sheet.
- We are at 85% of budget spent, which is on target. We are at 77% on payroll costs.
- We are still working through the FY22 budget and will have a budget to share with the Board soon. Mayor Morris shared that the shortfall on the DDC budget would be taken care of by the City. Ed will ask Ken Tressler for a copy of the budget.

Report from Executive Director – Melinda Kelleher

Completed:

- Completed Main Street Maryland report for April and submitted.
- Finalized Survey Monkey survey to business owners and sent out. Gathered responses and analyzed results.
- Attended Main Street USA online conference (8 sessions).
- Met with Juli McCoy – Executive Director of the Chamber of Commerce.
- Attended Farmer's Market and took photos for social media.
- Met with Anita Simmons, City Forester, and walked the pedestrian mall to take inventory of the plants and trees that can be moved and repurposed when Baltimore Street construction starts.
- Hand-delivered City dining leases to restaurants with outdoor dining/alcohol service for renewal.
- Two calls with group that is organizing the free technology classes for DDC district business owners starting in July.

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- Participated in Baltimore Street Project Workgroup meetings and the Canal Place board meeting.
- Worked with DCBA on updates to Restaurant rack cards and posters.
- Took new parking brochures to downtown businesses to put out. Picked up business brochures to put out at City Hall.
- Attended ribbon cutting for new business, Wheelzup Adventures.
- Attended DDC Executive Committee meeting (call).
- Executed April social media calendar and created May calendar.
- Met with Mall Maintenance Manager for April check-in.

May/June Projects:

- Collect restaurant outdoor dining agreements for season.
- Work with DCBA on National Road Yard Sale taking place June 4-6 – vendor space assignments, other details.
- Work with Baltimore Street Project Marketing Committee to review drafts of the new website and make changes, etc.
- Begin work with summer intern (start date May 24th).
- Main Street Maryland May report and quarterly Main Street Maryland call.
- Participate in United Way Day of Caring and Sharing.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Attend weekly Baltimore Street Project meetings, Marketing Committee meetings, Canal Place Board meeting, and monthly Chamber Economic Development Committee meetings.

Old Business

Stu Czapski, CEDC (for Matt Miller)

Baltimore Street Renovation Update – Plans are not on hold, but are in the hands of State Highway now for review. This could take a few months. Once we get all changes taken care of, the project will go out to bid.

Sandi Saville, Board Chair, DDC

The committee is starting over the process, as we are not getting what we want from the chosen designer. We need to provide more clarity. There is a sub-group of artists who will drive the next steps.

Kathy McKenney, Cumberland Historic Preservation Coordinator

4 applications received for Façade grant; review group is reviewing tomorrow. Community Legacy Grant – Workgroup meeting next week to plan project list prioritize. Final recommendations are due 5/20 and applications are due 6/24.

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New Business

Survey Monkey Survey to Business Owners - Melinda shared information on the recent Survey Monkey survey that went out to downtown businesses a few weeks ago. About 90 emails went out and we had a participation rate of 47%.

Questions were asked about how the businesses use technology and if they aren't using it, would they if they had the opportunity to attend free classes to learn how to utilize.

The most challenging aspects for businesses are lack of foot traffic from tourists, location/access to their businesses and consistent, reliable employees.

Type of marketing for DDC to use to promote downtown: Social media was overwhelmingly in first place.

DDC sponsored events they would like to see on the mall: Food events (chili cook-offs, food trucks, etc); Holiday events (tree lighting, NYE ball drop, trick or treating, etc.); live music and family events were the top choices.

Technology Classes for Business Owners – The DDC is working with the CEDC and ACM's IT Center for Excellence to provide free technology classes to business owners. Topics include website development and management, social media, digital marketing and branding. Registration begins June 1 and classes begin July 1 and run through October. They will be recorded for those who can't attend. Paid for by a grant of \$25,000 through ACM. Classes are for businesses in the DDC taxing district. The Mayor asked if other downtown businesses could be included. Melinda said we could do that, but the taxing district businesses would get first priority with the spots.

Public Comment

There were no comments.

There being no further business for the public meeting, the meeting was adjourned at 9:40AM.

**THE NEXT REGULAR MEETING WILL BE HELD
Thursday, June 10, 2021 at 9AM via WebEx**