

CUMBERLAND
DOWNTOWN DEVELOPMENT COMMISSION
A Main Street Maryland Community

MEETING MINUTES

JUNE 10, 2021

9:00 AM - Via WebEx

Call to Order

Board Treasurer, Ed Huber, called the meeting to order at 9:05AM. He will be running the meeting as Chair Sandi Saville is out of town and is only calling in by phone.

Attendance

In Attendance: Sandi Saville, Kathy McKenney, Ruth Davis-Rogers, Melinda Kelleher, Stu Czapski, John Buchanan, Councilwoman Laurie Marchini, Mayor Ray Morriss, Larry Jackson, Ed Huber, Bob Mayhew, Greg Larry, Bryan Gowans - WCBC

Minutes

May meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber

- Reviewed May Budget Performance Report and Balance Sheet.
- We are at 110% of budget spent, but if you adjust the payment we had to make to Cochran Studio, it is really 92%, which is on target. We are at 85% on payroll costs. We should end the fiscal year with a small surplus.
- Melinda shared the FY22 budget that has been approved by the Mayor and City Council. There is a \$5K increase in real estate tax revenue and payroll is reduced due to the elimination of a position.

Report from Executive Director – Melinda Kelleher

Completed:

- Submitted grant report for Main Street Maryland COVID Relief grant we received for \$55,461.
- Submitted grant applications for MD Dept. of Housing and Community Development: 1) Main Street Improvement Program for \$50K to help execute new Marketing Plan to address challenges during Baltimore Street construction – includes signage and banners, paid boosts for Facebook, paid ads in local and regional newspapers, radio and magazines, creation of videos for website to promote downtown businesses and provide project updates. 2) Technical Assistance Grant – \$50K to pay for website designs for downtown businesses, digital marketing audits for downtown businesses, digital marketing assistance (social media, etc.). Should hear by late July/early August.
- Attended video shoot for testimonial for new website – wrote questions and guided interview.
- Hung over 40 banners in Historic City Center for Rotary Club promotion to honor military members. (Jacob – Mall Maintenance)
- Several meetings with DCBA about National Road Yard Sale plans. Created layout of booth locations; communicated with all vendors about details. Interviewed by Amanda Mangan about National Road Yard Sale.
- Training with new Marketing intern – She covered social media for the National Road Yard Sale and is working on an e-newsletter for the summer.

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Report from Executive Director – Melinda Kelleher

Completed: continued

- Took new restaurant rack cards to downtown businesses and local hotels to put out. Sent to Visitor Centers.
- Attended website review for new website with site designers – gave feedback.
- Completed Main Street Maryland report for May and submitted.
- Planning call with group that is organizing the free technology classes for DDC district business owners starting in July.
- Participated in the Façade grant review of applications and made recommendations for awards.
- Participated in Baltimore Street Project Workgroup meetings.
- Executed April social media calendar and created May calendar.
- Met with Mall Maintenance Manager for May check-in.

June/July Projects:

- Finalize new website and launch.
- Write articles for summer e-newsletter and work with intern to design and send out.
- Main Street Maryland June report.
- Work with Farmer's Market to have live music during market for the summer.
- Work with the Main Street Maryland Promotions Committee for July and August events downtown.
- 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.

New Business

Special Events Update – Melinda reported that the National Road Yard Sale took place last weekend – Friday, Saturday and Sunday. Local businesses and outside vendors participated. Live acoustic music on Saturday for a few hours. Friday foot traffic was good, Saturday better and Sunday slow. Melinda sent a survey to the participants asking for feedback and received positive feedback, suggestions for improvement and ideas for future. We are looking at doing another event of some kind in July and another in August. More to come on that.

Promotions Committee – Bob Mayhew shared that we are still waiting to hear from Northrup Grumman about sponsoring some music for the local businesses. Committee is discussing an event for August on the pedestrian mall.

Grants Update – Kathy McKenney reported that the Façade Improvement Grant awarded four projects, all in the Main Street District.

Maphis Bench – Greg Larry, representing the Maphis Bench Committee, shared that they have purchased a bench to honor Mr. Maphis with funds raised at an event. He would have been 100 this year. There will be a celebration of Mr. Maphis with an unveiling of the bench on August 7th at 1812 Brewery from 5PM-9:30PM. Members of his family will be in attendance. Greg asked for suggestions on a location for the bench. Melinda shared a mock-up of the bench. Sandi Saville suggested a place for the bench might be the parklet by the Cumberland Times-News building by the railroad tracks and kiosk. Greg will run that by the committee and family.

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Other

Bob Mayhew thanked the Mayor and the DDC for help in promoting and supporting the Del McCoury Band concert on Memorial Day. There was a great turnout.

Kathy McKenney suggested we might consider how we could include Mr. Maphis in any public art murals that are done for the Baltimore Street project.

Melinda Kelleher stated that we will consider holding our July DDC meeting in person, but also offer a virtual option as well.

Public Comment

There were no comments.

There being no further business, the meeting was adjourned at 9:45AM.

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