

**CUMBERLAND**  
DOWNTOWN DEVELOPMENT COMMISSION  
*A Main Street Maryland Community*

**MEETING MINUTES**

**JULY 9, 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, Kathy McKenney, Ruth Davis-Rogers, Melinda Kelleher, John Buchanan, Councilwoman Laurie Marchini, Mayor Ray Morris, Larry Jackson, Ed Huber, Bryan Gowans – WCBC, Lindsay Renner-Wood, Lori Lepley, Matt Miller

**Minutes**

June meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

- Reviewed June Budget Performance Report and Balance Sheet, the last month of FY 2021.
- There will be adjustments for year end financials as they are finalized.
- We had predicted a \$28,000 deficit, but currently the deficit is only \$22,569. The deficit will be covered by the fund balance, leaving us a \$5,400 balance.
- The DDC will receive \$33,000 from the American Recovery Act funds for the FY 22 budget, which will help cover new employee health insurance costs (about \$12,000) and give us a small cushion.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Continued work on the DDC Summer E-newsletter; should go out by July 12th.
- Distributed link to new website to Baltimore Street Workgroup for feedback and review. Hope to launch by mid-July.
- Monthly lunch meeting with Ashli Workman, Jessica Palumbo, Julie McCoy, Julie Westendorff, Dee Dee Ritchie.
- Scheduled and led Promotions Committee call to plan summer events.
- Interview with Amanda Mangan about Farmer's Market and other summer activities.
- Completed Main Street Maryland report for June and submitted.
- Technology Classes – Sent out emails to business owners to remind of opportunity. Planning call with group that is organizing the free technology classes.
- Worked with Arts Council to help promote their Plein Air event.
- Met with Kathy McKenney to review procedures and protocol for downtown businesses interested in upgrading their facades.
- Participated in Baltimore Street Project Workgroup meetings.
- Executed May social media calendar and worked with DDC intern to create June calendar.
- Met with Mall Maintenance Manager for June check-in.

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

**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.

**Old Business**

- **Website Update** – Melinda reported that the Baltimore Street Workgroup reviewed the site together and provided feedback and suggestions. Those will be given to designers this week and hope to have it launched by mid-July.
- **Baltimore Street Project Update** – Matt Miller reported that State Highway is on its last reviews. We should receive the first round of comments within two weeks.
- **Baltimore St. Project Banners and Renderings** – Sandi Saville reported that all are done and we are waiting to put them out until the website is launched.
- **Technology Classes Update** – Matt Miller reported that the classes started this week. We have 17 total people registered so far. Everyone is welcome to attend – there is no charge. Classes are being recorded as well.

**New Business**

**Promotions Committee Update** – Melinda reported that the committee is meeting again on Monday, July 12th and we are discussing a mid-August event that will be on a Saturday with activities for kids and live music.

**Quilt Walk** – This is a new event that will take place the month of September led by the Arts & Entertainment District, the DDC and Frostburg First. Quilts will be displayed in the windows of vacant buildings downtown.

**Project Restore** – The Governor has announced a new opportunity, Project Restore. Will provide financial support to Maryland's small businesses and commercial developers re-occupying or investing in vacant commercial and retail spaces. It will offer rental grants and sales tax relief. Melinda and Matt will work together to market the opportunity to businesses and property owners. We expect the applications to be released in mid-August.

**August DDC Meeting** – Group discussion on whether to begin meeting in person again. The HPC and City Council have started back to in person meetings. It was agreed that we could meet in the Council Chambers room that allows us to be more spread out. Melinda will check on availability and how we can also offer a virtual option as well.

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**Public Comment**

- Sandi Saville let everyone know that Daniel Taylor-Neumann has resigned from the DDC Board as he no longer owns a downtown business – he has changed jobs.
- John Buchanan expressed his concerns over the Portland Loo bathroom that is part of the Baltimore Street Project. He would like it taken out of the plans and the money used for something else. Matt Miller explained that at this point, we will need to wait until we get project bids back and see if we have to cut anything. Mayor Morris and Councilwoman Marchini both explained that there would most likely be other things we would cut before the Portland Loo.

There being no further business, the meeting was adjourned at 9:49AM.

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, August 12, 2021 at 9AM**