

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

**MEETING MINUTES**  
**AUGUST 12, 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, Kathy McKenney, Ruth Davis-Rogers, Melinda Kelleher, John Buchanan, Councilwoman Laurie Marchini, Mayor Ray Morris, Bryan Gowans – WCBC, Lindsay Renner-Wood, Dave Romero, Doug Schwab, Stu Czapski

**Minutes**

July meeting minutes accepted as submitted.

**Treasurer's Report – Sandi Saville (Ed Huber, Treasurer, on vacation)**

- We have completed the first month of the new fiscal year and we are at 6% for expenses.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Sent out the Summer DDC E-News.
- Sent second round of changes and corrections to the website designers after a thorough review.
- Met with Pastor David Ziler with Union Rescue Mission to discuss challenges and how we can work together.
- Met with Café Mark to discuss challenges of birds in their outdoor dining area.
- Met with Lt. James Burt and the Code Enforcement Officers for downtown to discuss challenges and how we will address them together, as well as, the City Center Summer Celebration event.
- Met with Dee Dee Ritchie to discuss how we can work with Canal Place and the opportunity to apply for funding with the Passages of the Western Potomac Heritage Area Mini Grants program.
- Speaker at the monthly meeting of the Rotary Club of Cumberland.
- Attended the CEDC Strategic Plan luncheon and will participate as a committee member through the process of a new plan.
- Met with DDC Treasurer and President to review FY2021 financials and FY2022 first month financials.
- Scheduled and led Promotions Committee Call to plan City Center Summer Celebration.
- Distributed Summer Celebration posters to downtown businesses and handled final logistics.
- Shipped restaurant rack cards and parking brochures to Visitor and Welcome Centers in the region.
- Completed Main Street Maryland report for July and submitted.
- Technology Classes – Attended classes on Branding and on Facebook Content.
- Participated in Baltimore Street Project Workgroup meetings.
- Executed June and July social media calendars and worked with DDC intern to create content for the July and August calendars.

## DDC MEETING MINUTES

AUGUST 12, 2021

9:00 AM - Via WebEx

### Report from Executive Director continued – Melinda Kelleher

- Met with Mall Maintenance Manager for July check-in.

#### August/September Projects:

- Finalize new DDC website and launch.
- Create content for Fall E-Newsletter.
- Main Street Maryland August report.
- Attend Main Street Maryland meeting and training.
- Proposal to the City/Mayor/City Council for funding from the American Rescue Plan Act for the DDC.
- Follow-up and post-event PR for the Summer Celebration.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Attend bi-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 second round of changes have been completed and the Website Committee is reviewing those. Working on setting up the tutorial for staff so we can then make the changes and updates ourselves. Hope to launch in August.
- **Main Street Improvement & Technology Assistance Grants** – Melinda followed-up this week and found out that the applications are in review right now. Hope to hear something this month.
- **Baltimore Street Project Update** – Stu Czapski reported that State Highway returned their comments back to us and they are being reviewed with our City Engineering team and Eads. Once we make those updates, they will go to Federal Highway for review.
- **Technology Classes Update** – Melinda reported that the first class on Branding is complete and currently the class on Facebook is taking place. Attendance has been small, but some folks are watching the recordings. Doug Schwab asked if Melinda could send the link to the recordings to the board. Melinda will send link.
- **Baltimore St. Project Banners and Renderings** – Sandi Saville reported that the smaller renderings are taking longer due to the printer having challenges with materials. Should be ready this month.

**DDC MEETING MINUTES**

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**New Business**

**City Center Summer Celebration** - Melinda reported that the event will take place on Saturday from 2PM-7PM on the bricks. There have been radio ads, as well as a social media push. We will have activities for kids, music, food, and theatre entertainment.

We are hoping to have monthly events on the mall, except for September, when there is already so much happening with Heritage Days, Whiskey Rebellion, etc.

The Mayor shared that he and the City Council would like to see some collaboration between the DDC and Canal Place with events, to help each other enhance events and coordinate the scheduling of events. We want to be sure that events at Canal Place are also benefitting City Center business owners. Laurie Marchini said some merchants don't feel that Canal Place events benefit them, but we need to find ways to get them to be open during these events. Dave suggested that we give the Emcees of Canal Place events talking points to encourage attendees to come over to City Center to patronize the businesses there. Sandi said we can be sure to email downtown merchants ahead of Canal Place events to make sure they know about them and we can encourage them to stay open. We could also use our sandwich boards with messages about the businesses and encourage attendees to come over to City Center. Melinda suggested that we provide incentives for Canal Place event attendees to come over to City Center – perhaps work with the restaurants and shops to offer a discount, free appetizer, etc.

**Public Comment** – Kathy McKenney shared that the City has received the MOU for the Broadband Demonstration Project (\$125,000).

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

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, September 9th, 2021 at 9AM**