

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

**MEETING MINUTES
SEPTEMBER 9, 2021
9:00 AM - Via WebEx**

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:04AM.

Attendance

In Attendance: Sandi Saville, Kathy McKenney, Ruth Davis-Rogers, Melinda Kelleher, John Buchanan, Councilwoman Laurie Marchini, Bryan Gowans – WCBC, Dave Romero, Doug Schwab, Stu Czapski, Matt Miller, Dan Bowser, Lori Lepley, Ed Huber

Minutes

August meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber, Treasurer

- Revenue is on target.
- We should be no higher than 17% on expenses, and we are at 13% two months into the fiscal year.
- We currently have \$15,000 in surplus, but that could change as the books for FY21 are finalized.

Report from Executive Director – Melinda Kelleher

DDC Executive Director Report – September 2021

Completed:

- Worked with intern on Fall DDC E-Newsletter.
- Proofed second round of changes and corrections for new website.
- Executed Summer City Center Celebration event.
- Met Maryland Congressman David Trone at Baltimore Street Collectibles to celebrate Black Owned Business Month (August) and discuss Main Street Maryland.
- Met with City Comptroller and DDC Treasurer and President to review FY2022 Budget.
- Call with Matt Miller and Stu Czapski at the CEDC to begin work on the Mitigation Plan we are creating for businesses to help during the Baltimore Street Revitalization project.
- Participated in a call with Main Street Maryland about the Project Restore funding opportunity.
- Completed Main Street Maryland report for August and submitted.
- Technology Classes – Attended classes on Facebook Content and Strategy.
- Participated in Baltimore Street Project Workgroup meeting – walked Merchants Alley to start planning on how we can utilize it during Baltimore Street Renovation.
- Executed August social media calendars.
- Met with Mall Maintenance Manager for August check-in.

DDC MEETING MINUTES

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Report from Executive Director continued – Melinda Kelleher

September/October Projects:

- Finalize new DDC website and launch.
- Send out Fall E-Newsletter.
- Main Street Maryland August report.
- Work with CEDC on a draft of the Mitigation Plan.
- Attend Main Street Maryland meeting and training.
- Finalize proposal to the City/Mayor/City Council for funding from the American Rescue Plan Act for the DDC.
- Plan October Trick-or Treat event.
- Continue marketing and social media execution to promote support of local downtown retailers and restaurants.
- Attend bi-weekly Baltimore Street Project meetings, Canal Place Board meeting, and monthly Chamber Economic Development Committee meetings

Old Business

- **Website Update** – Melinda reported that she, Allison Layton and Doug Schwab will be attending a tutorial today so we can then make the changes and updates ourselves. Site will launch by end of September.
- **Main Street Improvement & Technology Assistance Grants** – Melinda received email that the award notifications will be delayed from today to the week of September 20th.
- **Baltimore Street Project Update** – Matt Miller reported that comments on the plans from City Engineering, Eads, and MDOT should be wrapped up soon. Then will go to Federal Highway. Building owners need to be thinking about opportunities for fiber cable and water line upgrades. The Baltimore Street Workgroup walked through Merchant's Alley today to begin planning for mitigation during construction.
- **Technology Classes Update** - Matt reported that attendance had been low, so the instructors are going to pre-record their remaining classes and they will be posted for registered attendees and other merchants. This was the feedback we received from a survey.
- **CEDC News** – Matt reported that they have begun a process to reassess the CEDC's Strategic Plan. He will be asking for ARPA funds for land acquisition projects. They are talking with developers about the MMT Bank building on Baltimore Street and 19 Frederick Street.
- **Baltimore St. Project Banners and Renderings** – Sandi Saville reported that the renderings and banners are done and are in Melinda's office. We will hang when website launches.

New Business

Heritage Days Activities - Melinda reported the festival will take place this weekend and there are a number of activities taking place at McCoury Stage and on the bricks.

Fall Activities – Melinda will be meeting with Parks and Rec soon and others in the City Community Development office to make decision about Halloween activities on the mall. We may send a survey to business owners to get their input.

Public Comment - None

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

**THE NEXT REGULAR MEETING WILL BE HELD
Thursday, October 14, 2021 at 9AM**