

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

**MEETING MINUTES**  
**OCTOBER 14, 2021**  
**9:00 AM - Via WebEx**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:00AM.

**Attendance**

In Attendance: Sandi Saville, Ruth Davis-Rogers, Melinda Kelleher, John Buchanan, Bryan Gowans – WCBC, Ed Huber, Bob Mayhew, Lindsay Renner-Wood – Cumberland Times-News

**Minutes**

September meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber, Treasurer**

- We are through 25% of our fiscal year.
- Revenue has not changed; Overall expenses are at 23%.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Completed and sent out Fall DDC E-Newsletter.
- Finalized changes and corrections for new website that designers were responsible for; final adjustments being made for public launch this month.
- In partnership with the CEDC, began work on the Mitigation Plan we are creating for businesses to help during the Baltimore Street Revitalization project.
- Worked with Parks & Recreation and Community Development teams to discuss plans for the Halloween Drive Through Trick or Treat.
- Planning call for the Shop Small/Win Big campaign that kicks off November 27<sup>th</sup>.
- Collected reports from the merchants who received funding from the Main Street Maryland grant earlier this year.
- Met with Misty Raines from CASA to discuss their Wine Festival during Heritage Days.
- Completed Main Street Maryland report for September and submitted.
- Participated in interview with leading City Administrator candidate and the closed City Council session to provide feedback and discuss candidate.
- Meetings attended: Baltimore Street Project Workgroup, Chamber's State of the County meeting, Canal Place board meeting, Chamber International Woman's Day Planning meeting, Mountain Maryland Trails board meeting, and Canal Towns Partnership meeting.
- Executed September social media calendar.
- Met with Mall Maintenance Manager for September check-in.

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

### Report from Executive Director – Melinda Kelleher

#### September/October Projects:

- Formal launch of new website.
- Assist with getting Baltimore Street project renderings into vacant storefront windows downtown.
- Speak to the Lifelong Learning Group at ACM about the Baltimore Street project.
- Help execute the Halloween Drive Through Trick or Treat event.
- Send out Winter E-Newsletter.
- Main Street Maryland October report.
- Execute October social media calendar.
- Complete draft of the Mitigation Plan for review by Baltimore Street Project Workgroup.
- Planning for holiday activities – Tree Lighting, Shop Small/Win Big promotion.
- 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 and Allison are working on the final tweaks to the site and we expect to launch next week. The site is live, but we are not promoting that to the public right now. Melinda asked the media not to mention it until we are ready to do a public launch.
- **Main Street Improvement & Technology Assistance Grants** – Melinda received email that, as typically happens, there are many more requests for support than the grants can support. Operating Assistance Grant and Technical Assistance Grant requests totaled nearly \$6.5 million for an allocation of \$1.170 million. The State has an opportunity to request some additional funds, so that is in process. We will hopefully hear this month.
- **Baltimore St. Project Banners and Renderings** – Sandi Saville reported that the banners of the renderings are now hanging downtown at the main fountain, at the McCoury stage and at the plaza by CBIZ. We have heard positive comments. A set of the smaller renderings on foam core boards are in the rotunda at City Hall. The other small set and two large sets are in Melinda's office. We are looking at putting a large set at the train station and in the windows of a downtown building to start and they can rotate around.

### New Business

**Halloween Plans** – Melinda shared that there will be a Drive Through Trick or Treat at Constitution Park on Thursday, October 28 from 5:30PM-7:30PM. We will have decorations, spooky music and four stops for the cars to pick up candy and toys for kids in the cars. Everyone is invited to volunteer to help – let Melinda know if you would like to attend. The Mayor and several City Council members plan on attending.

**Holiday Activities** – Melinda reported that at this time, we are planning to move forward with the Tree Lighting on November Friday, November 26<sup>th</sup> on the mall. Melinda is starting to work on the program – music, etc. We already have identified a tree. As well, we plan to do the NYE Ball Drop on December 31<sup>st</sup>. We will once again be offering the Shop Small/Win Big promotion from November 27<sup>th</sup> – December 19<sup>th</sup>. Melinda is working with Allegany County Tourism on this.

**CEDC Request** – Sandi shared that the CEDC has made a request to the Mayor and City Council for a \$100,000 grant to purchase outdoor furniture for the downtown restaurants for the new Baltimore Street Project. We would like for the furniture to be uniform and of a good quality.

**Update from Bob Mayhew on Northrup Grumman support** – Bob shared that our contact at the company would like to meet with Bob, Melinda and Sandi to discuss possible support of upcoming events. Northrup will be reviewing requests for support in the first quarter of 2022. Bob will follow-up and set a meeting. Melinda suggested they could sponsor spring events before construction begins and perhaps even the ground-breaking.

**Public Comment - None**

There being no further business, the meeting was adjourned at 9:35AM.

**THE NEXT REGULAR MEETING WILL BE HELD  
Thursday, November 11, 2021 at 9AM**