

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

**MEETING MINUTES**  
**November 11, 2021**  
**9:00 AM - Via WebEx**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:15AM.

**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**

October meeting minutes accepted as submitted.

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

- We are through one third of our fiscal year.
- Overall expenses should be around 33% and they currently stand at 29%, so we are on target.
- US Stimulus revenue of \$7,188 was allocated to hazard pay to DDC employees who worked (not from home) during COVID in 2020. This included Danny and Corey, our Mall Maintenance team at that time, who are no longer with the DDC. You will see it paid out in the Annual Salary Supplement line at \$6,677.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Continued work on the Mitigation Plan we are creating for businesses to help during the Baltimore Street Revitalization project.
- Promotions for and participation in the Drive Through Trick or Treat event held on Thursday, October 28<sup>th</sup>.
- Arranged for dumpster in Merchants Alley for businesses and residents.
- Met with owners of Café Mark about mitigation and marketing efforts for businesses affected by project construction.
- Calls to merchants to secure windows for Baltimore St Project renderings.
- Meeting with Historic Highlands Realty Executive Director about cross marketing available properties.
- Emails and follow-up phone calls to local merchants and restaurants to encourage participation in our Shop Small/Win Big campaign.
- Hand delivery of Shop Small campaign materials to merchants.
- Oversaw DDC's involvement in the COVID vaccination and testing clinic.
- Participated in Allegany County Tourism's Destination Guide roundtable to provide ideas and feedback.
- Attended two free webinars put on by Google on Website Best Practices and How to Use Google Business to Promote Your Business.
- Working lunch with community leaders of County Tourism, DCBA, Canal Place.

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Completed: Continued

- Posted Mall Maintenance Assistant job position and reached out to viable candidates for phone screenings.
- Presentation at the Canal Place Tenants meeting about the Baltimore Street Project.
- Speaker at ACM's Center for Lifelong Learning – Baltimore Street Project.
- Meetings attended: Baltimore Street Project Workgroup, Canal Place tenants, Chamber International Woman's Day Planning, Mountain Maryland Trails board annual meeting, Chamber Economic Development Committee, CEDC Strategic Plan Steering Committee.
- Executed October social media calendar.
- Completed Main Street Maryland report for October and submitted.
- Met with Mall Maintenance Manager for October check-in.

September/October Projects:

- Planning for holiday activities – Tree Lighting, Shop Small/Win Big promotion and execution of Tree Lighting, Shop Small and Ball Drop.
- Assist with getting Baltimore Street project renderings into vacant store front windows.
- Send out Holiday E-Newsletter.
- Main Street Maryland November report.
- Execute November social media calendar.
- Complete draft of the Mitigation Plan for review by Baltimore Street Project Workgroup.
- 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, planning for International Women's Day activities, and monthly Chamber Economic Development Committee meetings.

**Old Business**

- **Website Update** – Melinda shared that the designers had to work out some kinks in the website mobile version and desktop version with how the site was loading. They are working on that now. We are most likely going to hold until after the holidays to launch so it doesn't get lost in the holiday happenings.
- **Main Street Improvement & Technology Assistance Grants** – The state let us know that we should hear this week on the grants. Nothing as of today.
- **Baltimore St. Project Renderings** – Sandi reported that the large rendering of the Liberty Street Plaza is now displayed in one of the windows at Edward Jones. We will also be displaying a rendering in the train station next week, as they will have lots of foot traffic for the holidays. We would like to also display one in one of the CBIZ windows. Sandi also suggested we put some in the windows at the Peskin's building.

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- **Merchants Alley Update** – Sandi shared that the parking lot in Merchants Alley will be paved on November 18 and 19. It will then be striped the next week. This will help improve it in preparation for the Baltimore Street renovation. The A&E is also planning to paint the benches all black, update planters and they are looking at putting a mural on the Sunshine Daze building and getting rid of some of the old wiring hanging in the alley. Sandi reiterated that the front entrances will not be completely blocked off or closed for the duration of construction, and we need to be careful about our talking points with that. If any front entrances are blocked, it would only be for a short period of time. It may be less convenient to get in the shops along Baltimore Street during construction, but it will be temporary.

**New Business**

**Tree Lighting and New Year's Eve Plans** – Melinda shared that we will hold the Tree Lighting celebration in person this year on Friday, November 26<sup>th</sup>. The program with music and entertainment will begin at 6PM, followed by Santa's arrival and the Grand Illumination at 7PM. There are a number of shops and restaurants that will remain open late that night and will be offering specials. Melinda is still working on details for the evening and will be sharing those on social media and with a press release.

The New Year's Eve Ball Drop will take place downtown. Melinda needs to determine who updates the sign with the year on it. Dave suggested Melinda speak with Ed Mullaney – he might know. There will be fireworks as well, which have been secured already.

**Holiday Activities and Promotions** – Melinda shared that the Shop Small, Win Big promotion will take place again this year. It begins on Small Shop Saturday on November 27<sup>th</sup> and runs through December 19<sup>th</sup>. Shoppers can download their receipts to win VISA gift cards. Breakfast with Santa events will take place on November 27 and December 4, 11, and 18. Hosts are in order of date: Mezzo's, Culinaire Café, Café Mark, and the Creamery. Melinda is finalizing all the other activities around downtown and will be promoting them on social media and with marketing materials in the kiosks and around town.

**Public Comment - None**

There being no further business, the meeting was adjourned at 9:50AM.

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