

CUMBERLAND
DOWNTOWN DEVELOPMENT COMMISSION
A Main Street Maryland Community

MEETING MINUTES
December 9, 2021
9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:05AM.

Attendance

In Attendance: Sandi Saville, Melinda Kelleher, Ed Huber, Bob Mayhew, Stu Czapski, Matt Miller, Dan Bowser, Leigh Ann Sipple, Lori Lepley, Dave Romero, Mayor Ray Morris, Laurie Marchini, Bryan Gowans – WCBC, Lindsay Renner-Wood – Cumberland Times-News

Minutes

November meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber, Treasurer

- We are through 42% of our fiscal year, and we have used 36% of our expenses. We are on track.

Report from Executive Director – Melinda Kelleher

Completed:

- Shared first draft of the Mitigation Plan we are creating for businesses to help during the Baltimore Street Revitalization project with Baltimore Street Project Workgroup. Gathering feedback for next few weeks.
- Managed Tree Lighting festivities (wrote script, created schedule for evening, hired entertainment).
- Visits to shops on Small Shop Saturday and Santa at The Book Center to take photos and post to social media.
- Took Baltimore Street rendering to Western Maryland Scenic Railroad station for display during holidays.
- Scheduled and led meeting with City employees to discuss tree lighting festivities and layout plan.
- Ordered dumpster in Merchants Alley for businesses and residents to purge junk.
- Hired contract position to assist the Mall Maintenance Manager – PT, temp position
- Hand delivery of Shop Small campaign materials to merchants.
- Put out Shop Small signage on sandwich boards on mall.
- Preliminary planning for New Year's Eve (hired DJ, arranged for sign pick-up for updating).
- Meetings attended: Baltimore Street Project Workgroup, Baltimore Street Marketing Committee, Chamber International Woman's Day Planning, Chamber Economic Development Committee, Canal Place Board meeting.
- Executed November social media calendar.
- Completed Main Street Maryland report for November and submitted.

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

Report from Executive Director – Melinda Kelleher (continued)

December/January Projects:

- Planning for New Year's Eve Ball Drop festivities.
- Assist Community Development staff with Sustainable Communities grant request.
- Attend Main Street Maryland quarterly call.
- Main Street Maryland December report.
- Execute December social media calendar.
- Complete updated 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** – Matt shared that PikeWood is still working on the business listing for mobile devices.
- **Main Street Improvement & Technology Assistance Grants** – Unfortunately, Melinda hasn't heard anything. Last we heard was December 1, but no notice yet. Main Street Maryland call this week was cancelled.
- **Baltimore St. Project Update** – Matt shared that the plans are still in the review phase with State and Federal Highway.

New Business

New Year's Eve Plans – Melinda shared that we will have the Ball Drop and fireworks downtown. DJ music will begin at 10:30PM and have a big screen TV showing the NYC festivities. Open container has been approved for the DDC district.

Holiday Activities and Promotions – Melinda shared that the Shop Small, Win Big promotion is underway and runs through December 19th. Shoppers can download their receipts to win VISA gift cards. Cumberland had VISA gift card winners the first two weeks. Melinda is posting all the holiday events on the Facebook page and updating daily. Larry Jackson shared that Loft 129 plans to have a free open house on New Year's Eve with live music.

American Rescue Plan Act (ARPA) Funds from City – The DDC has been awarded \$183,500 for assistance to small businesses and marketing/events/promotions. Also, an additional \$33,563 for a portable stage for events and other promotions. These are three-year grants beginning in 2022. Sandi and Melinda will be putting together committees to help oversee how the funds are spent.

Arts Council – Sandi shared the Arts Council will be requesting proposals for a mural on the building where Sunshine Daze is located.

CEDC – Matt shared that they received two development proposals for the 19 Frederick Street property. The Mayor and City Council have chosen one and it will be announced soon.

Public Comment - None

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

THE NEXT REGULAR MEETING WILL BE HELD
Thursday, January 13, 2021 at 9AM