

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

MEETING MINUTES
February 10, 2022
9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:02AM.

Attendance

In Attendance: Sandi Saville, Melinda Kelleher, Ed Huber, Stu Czapski, Matt Miller, Dan Bowser, Leigh Ann Sipple, Lori Lepley, Dave Romero, Mayor Ray Morriss, Laurie Marchini, John Buchanan, Rhiannon Morgret, Doug Schwab, Ruth Rogers-Davis, Larry Jackson, Bob Mayhew, John Buchanan, Bryan Gowans – WCBC, Lindsay Renner-Wood – Cumberland Times-News

Minutes

January meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber, Treasurer

- New snow tractor was purchased and we moved funds around to cover the purchase. As a reminder, the City fully funded the employee retirement payment in December. If you take these two items out of the budget, the DDC sits at 58% of expenses spent to date, which is more in line with where we need to be than the 70% of the expense budget shown.

Report from Executive Director – Melinda Kelleher (continued)

Completed:

- Led first ARPA Grant Special Events/Windows Revitalization Committee and Marketing Committee meetings.
- Created first draft of a comprehensive events calendar to help guide the ARPA Special Events Committee.
- Created draft of plan for our downtown vacant storefront windows for approval from our ARPA Special Events Committee.
- Created draft of information to go out to downtown businesses who would like to take advantage of the Main Street MD grant for technology assistance (websites and social media).
- Submitted application to the Maryland Department of Housing and Community Development's Community Safety Grant for a security camera system downtown (\$100,000).
- Wrote and sent out a Baltimore Street Project update letter to all stakeholders from Mayor Morriss and me.
- Planned and executed the Groundhog Day festivities (Wrote script, ordered refreshments, organized coloring contest entries and selection of winners, ordered and put together prizes for contest winners).
- Attended Chalk It Up to Civility event planning call.
- Met with Vibrant Image Productions twice about three commercials they will produce for us to promote Cumberland.
- Worked with Comcast on commercial placements based on demographic we want to reach.

- Met with Wes Heinz from the Western MD Scenic Railroad to discuss ways we can work together (will continue to meet bi-weekly)

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- Met with Matt Miller and Chief Ternent about the ARPA grant for a new downtown stage and sound equipment. Created plan for getting quotes for our needs.
- Interviewed four owners of Black-owned businesses downtown to highlight them on social media during February for Black History Month.
- Attended Main Street America webinar on the evaluation framework for accreditation.
- Helped proof and edit the DDC's Maryland Heritage Area Authority grant letter of intent.
- Attended Senator Cardin's virtual small business roundtable discussion.
- Sent out information to downtown stakeholders for the Invest Allegany grant opportunity through the County.
- Meetings attended: Baltimore Street Project Workgroup, Chamber International Woman's Day Planning, Chamber Economic Development Committee, Canal Place Board meeting
- Executed January social media calendar (54 new Facebook likes and 62 new followers since January 1).
- Completed Main Street Maryland report for January and submitted.

February/March Projects:

- Work with ARPA Special Events/Windows Revitalization Committee to finalize the Window Decorating Contest we are planning and send out information to all businesses, organizations and building owners about participation.
- Work with ARPA Special Events Committee to determine spring and summer event dates and begin planning.
- Contact marketing and communications professionals about our technology grant for downtown businesses and gauge interest in being considered for work.
- Review quotes with Matt Miller and Chief Ternent for new downtown stage and choose a vendor.
- Write job description for PT Events Coordinator and post (funded by ARPA grant).
- Attend and volunteer at the International Women's Day event at Rocky Gap on March 4th.
- Post marketing & communications internship opportunity for summer.
- Main Street Maryland February report.
- Execute February social media calendar.
- 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

- **Baltimore Street Renovation Project** – Matt shared the latest submission of the plans have been sent to MDOT for hopefully, the final review. Should expect comments in about six weeks. Columbia Gas work continues, City Engineer is pushing for fall groundbreaking (November possibly).

New Business

- **CEDC update** – Matt let everyone know about the Invest Allegany grant from the County – contact is Nathan Price. Influx of funding is coming - Baltimore Street Comprehensive Investment Program. CEDC is in final stages of new Strategic Plan.
- **Spring Events/Windows Contest** – Melinda shared that the ARPA Special Events and Windows Revitalization Committee is working on planning events. The DDC will be a partner for the Chalk It Up to Civility event on April 16th with the Allegany County Library System and the Arts Council. People will be able to write messages and do drawings about civility and kindness on the bricks and the shops will be asked if they would like to participate. Melinda is working on the parameters for the Windows Contest that will take place this Spring more to come on that.

Public Comment - None

There being no further business, the meeting was adjourned at 9:45AM.

**THE NEXT REGULAR MEETING WILL BE HELD
Thursday, March 10, 2021 at 9AM**