

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

MEETING MINUTES

May 12, 2022

9:00 AM - Via WebEx

Call to Order

Board Chair, Sandi Saville, called the meeting to order at 9:20AM. An apology to those who tried to access the Webex link, but there were technical difficulties accessing the site. Therefore, Matt Miller sent another link through Zoom. If you did not receive that information and were unable to attend the meeting, I apologize.

Attendance

In Attendance: Sandi Saville, Leigh Ann Sipple, Stu Czapski, Doug Schwab, Ed Huber, Matt Miller, Larry Jackson, Dave Romero, Laurie Marchini, John Buchanan, Dan Bowser, Lindsay Renner-Wood, Brian Gowans - WCBC

Minutes

April meeting minutes accepted as submitted.

Treasurer's Report – Ed Huber

We are still in very good shape to end the year with perhaps a small surplus. The expenses look high because of the ARPA funds being outside our yearly budget. The FY 23 budget will be presented at the June board meeting for board approval.

Report from Executive Director – Melinda Kelleher

Completed:

- Managed details of the Hooley Pub Crawl – publicity and other logistics.
- Submitted additional information for the Community Safety Grant.
- Attended International Women's Day at Rocky Gap.
- Spoke at the Cumberland Farmer's Market member meeting about plans for 2022.
- Participated in Community Legacy Grant Advisory meeting.
- Attended Habitat for Humanity groundbreaking.
- Interviewed candidate for PT Marketing Coordinator position (from ARPA grant).
- ARPA Grant Marketing Committee meeting – Review Marketing Calendar and RFP for Marketing Services, send out minutes.
- Released RFP for Marketing Services.
- Final proof of the Mitigation Plan for the Baltimore Street Project.
- Began distributing new tear-off maps of downtown.
- Delivered 2022 lease agreements to downtown restaurants/bars.
- "Spring Into Cumberland" Windows Decorating Contest – Tracked registrations, met with designer about landing page for voting with QR code, created invoices for each participant for seed funds, distributed seed funding checks to all participants, secured windows for participants that don't have them; assigned windows to nonprofits and organizations.

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DDC Executive Director Report – continued

Completed:

- Meetings attended: Baltimore Street Project Workgroup, Chamber Economic Development Committee, Chalk It Up to Civility event planning, ARPA Special Events Committee, ARPA Marketing Committee, Mountain Maryland Trails board meeting and 3M Ride Committee, Canal Towns Partnership.
- Meetings with: Becky McClarran – DCBA for spring and summer event planning; Wes Heinz and Nikki Shields – WMSR; Ashli Workman – Allegany Tourism; Rob Forcey – Cumberland Times News; Dave Love – Azad’s; Juli McCoy – Allegany Chamber of Commerce
- Executed March social media calendar (Facebook new Likes – 16; Facebook new Followers – 28).
- Completed Main Street Maryland report for March and submitted.

May/June Projects:

- Spring Into Cumberland Windows Contest - Write press release and distribute; Finalize voting procedures.
- Execute Easter Bunny and Chalk It Up to Civility events downtown.
- Finalize Scavenger Hunt details and execute.
- Speak at Let’s Beautify Cumberland meeting.
- Draft and send out grant opportunity to DDC businesses for technology assistance.
- Contact marketing and communications professionals about our technology grant for downtown businesses and gauge interest in being considered for work.
- Continue to distribute new tear off maps to downtown businesses, area hotels, visitor centers in area.
- Write job description for PT Events Coordinator and work with HR to get finalized (funded by ARPA grant).
- Participate in panel for Leadership Allegany Alumni Committee.
- Review FY23 budget with DDC board chair and treasurer.
- Press release for Farmer’s Market.
- Main Street Maryland April report.
- Execute April 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, ARPA committee meetings, Mountain Maryland Trails board meeting, 3M Ride Committee, and monthly Chamber Economic Development Committee meetings.

This past month was productive in the area of the ARPA grant committees and the work we will be doing. Spring and Summer events are being planned and executed. The Marketing RFP has been distributed and the DDC will select the vendor this summer.

The challenges for the next month will most likely be related to the promotions and awareness of all of our spring events – Windows Decorating contest, Scavenger Hunt. Now that things are opening back up, we have a number of opportunities to promote the downtown businesses.

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Old Business

- Baltimore Street Project – Matt shared that the plans are in the Federal review process with approval expected in 8 – 10 months.

New Business

- **CEDC update** – Matt Miller shared that the Memorial Hospital property has been turned over to the CEDC and a developer is in talks to build market rate residential properties. The Maryland Avenue project is delayed due to lack of building materials.

Nominating Committee

Doug Schwab has agreed to serve as Chair and Larry Jackson has agreed to serve as Vice Chair. Ed Huber will stay on as Treasurer unless someone else is willing to serve. No one volunteered to be Secretary so the search will continue. The slate will be submitted to the board at the June meeting for approval and new officers will take over on July 1, 2022.

There being no further business, the meeting was adjourned at 10AM.

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