

**CUMBERLAND**  
DOWNTOWN DEVELOPMENT COMMISSION  
*A Main Street Maryland Community*

**MEETING MINUTES**

**June 9, 2022**

**9:00 AM - Via WebEx**

**Call to Order**

Board Chair, Sandi Saville, called the meeting to order at 9:03AM.

**Attendance**

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

Absent: Rhiannon Morgret

**Minutes**

May meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

We are through 92% of our current fiscal year and are in line with our budget. Melinda shared that there are a few things Jacob will be purchasing before the end of June, but they will be covered in the budget.

**Report from Executive Director – Melinda Kelleher**

Completed:

- Wrote verbiage for radio ads for WCBC for the Centre Street Festival event and the windows contest and placed ads.
- Attended the DelFest Pub Crawl event and promoted on social media.
- Attended Community Legacy Advisory Group meeting to finalize projects we will apply for.
- Visited downtown businesses to pick up their Windows Contest reports and receipts for the seed funds.
- Took photos of all window contest participants' windows.
- Wrote a draft of questions for Marketing Proposal candidates interviews and sent out to committee.
- Scheduled (4) interviews for Marketing Proposal candidates and led first-round interviews.
- Ordered and distributed Centre Street Festival promotional posters.
- "Spring Into Cumberland" Windows Decorating Contest – Tallied votes and notified winners. Created grant agreements for the winners for the marketing funds they will receive. Wrote verbiage for a press release announcing winners.
- Wrote work plan for new Special Events Coordinator, who started on June 7<sup>th</sup> (Trina Runner). Met with Trina to review immediate tasks.
- Meetings attended: Baltimore Street Project Workgroup, Mountain Maryland Trails 3M Ride Committee.
- Executed May social media calendar (Facebook new Likes – 39; Facebook new Followers – 64).
- Completed Main Street Maryland report for May and submitted.

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**Report from Executive Director continued**

June/July Projects:

- Spring Into Cumberland Windows Contest – Work with winners on how they will spend their marketing packages.
- Attend Centre Street Festival and cover for social media.
- Work with Let's Beautify Cumberland on planting flowers in the Mechanic Street waterfall area.
- Schedule and conduct second round interviews for Marketing Proposal candidates and make a final selection.
- Work on promotions for Friday After Five on July 8<sup>th</sup> – Queen City Funk & Soul and Almost Indigo on the Bricks on July 9<sup>th</sup>, both in conjunction with the Allegany Campers Reunion that weekend.
- 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.
- Main Street Maryland June report.
- Execute June 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 Proposal candidates are being interviewed and we will select a vendor in June. The special events committee will meet to begin discussing fall events.

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

**Old Business**

- Baltimore Street Project – Matt shared that the plans are in the Federal review process and then the bid packet will be created and sent out. The bid process will take 60-90 days.
- Curly Red has been hired to overhaul our website for the Baltimore Street project; CEDC is using a \$5000 grant to pay for the work. Should be done by mid-late Fall.

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**New Business**

- **CEDC update** – Matt shared that the CEDC has two new board members – Jeff Silka, the Cumberland City Administrator and Dustin Freas.
- **Spring and summer events** - Melinda shared the results of the Window Decorating Contest – we had over 10,500 votes, which was a huge success. Business winners were Baltimore Street Collectibles, Huffman Antiques in Ft. Cumberland Emporium and Ally B Ceramics. Nonprofit/Organization winners were Western MD Scenic Railroad, Allegany Arts Council and Parkside Elementary School 2<sup>nd</sup> grade. We will explore doing another contest for the holidays. The Centre Street Festival will take place on Saturday, June 11<sup>th</sup> from noon – 9PM on North Centre Street. The street will be closed from Dexter Alley to Frederick Street beginning at 9AM for set up. Friday After Five on July 8<sup>th</sup> will feature Queen City Funk & Soul from 6-9PM on the bricks and on July 9<sup>th</sup> from 2-4PM will be Almost Indigo on the bricks.
- **Presentation and Approval of FY 2023 DDC Budget** – Ed presented the DDC FY 2023 budget for approval by the board of directors. The revenue totals \$346,599 with an almost \$22,000 deficit; however, that will most likely be made up with budget surplus from FY 2022 and other funds. Doug Schwab made a moved to accept the budget and Ed seconded. All members of the board voted to accept the budget.
- **Nominating Committee** – Dave Romero and Ed Huber chaired this committee and presented the slate for the DDC Board Officers – Chair – Doug Schwab, Vice Chair – Larry Jackson, Secretary – Sandi Saville, and Treasurer – Ed Huber. Dan Bowser made a motion to accept the slate and Dave Romero seconded. All members of the board voted to accept the slate.

**Public Comment**

Mayor Ray Morriss thanked Sandi Saville for her board leadership the last nine years. Executive Director, Melinda Kelleher, also thanked Sandi for her hard work, efforts and support and expressed gratitude for her guidance.

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

**THE NEXT REGULAR MEETING WILL BE HELD**  
**Thursday, July 14, 2021 at 9AM**