

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

**MEETING MINUTES**  
**October 13, 2022**  
**9:00 AM – Hybrid Meeting**

**Call to Order**

Board Chair, Doug Schwab, called the meeting to order at 9:30AM. We had major technology issues and the meeting started late.

**Attendance**

In Attendance: Ruth Davis-Rogers, Ed Huber, Larry Jackson, Melinda Kelleher, Laurie Marchini, Matt Miller, Sandi Saville, Doug Schwab, Rhett Wolford, Bob Mayhew, Dave Romero, John Buchanan

Media: Brian Gowans, WCBC radio and Lindsay Renner-Wood, Cumberland Times-News newspaper

Absent: Dan Bowser, Ryan Brenneman, Lori Lepley, Leigh Ann Sipple, Penny Walker

**Minutes**

September meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

September shows expenses at 17% year to date, in line with where we should be.

**DDC Executive Director Report – September 2022**

Completed:

- Executed Friday After Five for September 9th.
- Created and sent out Bloom Box E-Blast.
- Attended bid opening meeting for Baltimore Street Project.
- Attended Leadership Allegany Orientation Retreat and Arts & Entertainment Day.
- Follow-Up with merchants on Window Contest registration forms and W-9s.
- Created and sent invoices to Finance for Windows Contest seed money checks.
- Meet with Wolford Photography about photo booth for Halloween event on 10/29.
- Wrote press release for Halloween event.
- Reminders to Technology Grant vendors about grant reports and collect reports.
- Grant Report to State of MD for Technology Grant.
- Attended pre-bid meeting for Security Grant Round #2.
- Call with new downtown building owner about DDC's role in helping them.
- Call with Stu Czapski about update email for downtown constituents regarding construction project.
- Meeting with Aruna Miller – candidate for Lt. Governor – about Baltimore Street Project.
- Meeting with Special Events Coordinator and Mall Maintenance Manager about holiday decorating downtown.
- Wrote copy about Halloween events for WCBC radio ads.
- Shopped for and purchased downtown Halloween decorations.

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**DDC Executive Director Report – September 2022 continued**

- Live interview on WCBC about Fall events and teased holiday events.
- Call with City IT Department, Police Representatives and CEDC about round #2 of the Community Safety Grant.
- Meeting with Comcast/Effectv about promotional ads/commercials.
- Meetings attended: Baltimore Street Project Workgroup, Chamber Economic Development Committee, Canal Towns Partnership Meeting, Women Leaders meeting, monthly meeting with Mall Maintenance Manager
- Executed September social media calendar (Facebook new Likes – 126; Facebook new Followers – 166).
- Completed Main Street Maryland report for September and submitted.

**DDC Executive Director Report – September 2022 continued**

October/November Projects continued:

- Windows Contest – 1) Finalize technology for voting; 2) Write press release; 3) Distribute QR code signs for windows for voting.
- Work with Curly Red/Kendall Ludwig on DDC Marketing Plan and website updates.
- Special events meeting with other City representatives to review upcoming events and needs.
- Plan and finalize details for tree lighting on 11/25.
- ARC booth/table at 1812 Brewery on 10/18.
- Execute Halloween event on 10/29.
- WCBC live interview on 10/26.
- Attend Preservation Maryland site visit.
- Attend Leadership Allegany Education Day.
- Main Street Maryland October report.
- Execute October 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, Women Leaders meeting, Mountain Maryland Trails board meeting, and monthly Chamber Economic Development Committee meeting.

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**New Business**

**CEDC Updates** – Matt Miller provided the following updates:

- Downtown Investment Program Grant Phase I opens 10/17. It is an online application. Façade Improvement grant – no match required up to \$7,500. 1:1 match for every dollar after \$7,500. Ask levels are \$2,500 - \$100,000. Also, in Phase I – Technical Assistance Grant – up to \$5,000 requiring a 1:1 match. Phase II opens early January and Phase III opens early March.
- Pre-bid meeting for the security grant was held; Bids due 10/21.

**Historic Preservation Update** – Ruth Davis-Rogers provided the following updates:

- The HPC meetings have been moved to the 3<sup>rd</sup> Wednesday of the month for nine months.
- RFP for development of the City’s Preservation Plan is out. We have (25) bidders interested so far.
- Working on building the relationship with Preservation Maryland. They are coming for a visit in November and they listed our RFP on their website.

**Other Business**

Group Discussion on Baltimore Street Project – Doug Schwab wanted to have discussion on concerns and possible upcoming challenges for downtown constituents.

- Bob Mayhew – Melinda needs to stay visible and pro-active in communications. Parking could be a problem during construction.
- Larry Jackson – Website needs to clearly define what is happenings; the contractor needs to communicate. Free parking would be good for downtown.
- Matt Miller – Bobby Smith will be the main contact for the contractor; Matt and Melinda will attend meetings with the contractor.
- Laurie Marchini – Businesses will need to tell us how they want to be communicated with – how they want to hear from us – this will be critical.
- Sandi Saville – We may need to mail something to building owners if we don’t have their email address. Doug is happy to call building owners if necessary.

**Public Comment**

Chris Myers from the Craft Table shared during public comment that he has not been receiving any information about events downtown for businesses to participate. He also stated that the police had visited him to find out if he was participating in Trick or Treat because the DDC asked them to.

Melinda Kelleher, DDC Exec. Director, thanked Chris for attending and sharing his concerns and stated that she has sent him everything that has been sent to other businesses and has copies of emails to show that. Doug Schwab, Chair of the DDC, told Chris we would look into it.

**The next regular meeting will be held on Thursday, November 10, 2021 at 9AM**