

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

**MEETING MINUTES**  
**January 12, 2023**  
**9:00 AM – Hybrid Meeting**

**Call to Order**

Board Chair, Doug Schwab, called the meeting to order at 9:00AM.

**Attendance**

**In Attendance:** Ruth Davis-Rogers, Ed Huber, Melinda Kelleher, Matt Miller, Doug Schwab, Laurie Marchini, Bob Mayhew, Lori Lepley, Rhett Wolford, Ray Morriss, Stu Czapski, Sandi Saville, John Buchanan.

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

**Absent:** Leigh Ann Sipple, Ryan Brenneman, Penny Walker, Larry Jackson, Dan Bowser, Dave Romero

**Minutes**

December meeting minutes accepted as submitted.

**Treasurer's Report – Ed Huber**

December shows expenses at 53% year to date, in line with where we should be.

**DDC Executive Director Report – January 2023**

Completed:

- Created and executed Moonlight Madness holiday shopping event on December 16.
- Created and executed New Year's Eve Celebration – Ball Drop and Fireworks.
- Created and sent out E-Blasts for Western MD Music Center and Morton's Jewelry.
- Marketing for holiday events – radio ads, billboards, posters, social media, etc.
- Winter Wonderland Windows Contest – Continued weekly voting reports to participants, social media marketing, final tally of votes, determined winners, notified winners and sent letters outlining next steps.
- Planning meeting with Canal Place for 2023 events shifting to Canal Place.
- Delivered Ring cameras to downtown businesses.
- Attended Leadership Allegany Healthcare Day.
- Website review meeting with Curly Red.
- Meetings/events attended: Baltimore Street Project Workgroup, Chamber Economic Development Committee, monthly meeting with Mall Maintenance Manager, review of Cumberland Historic Preservation Plan proposals, planning meeting for Town Hall meeting, Groundhog Day planning meeting, monthly women leaders meeting.
- Executed December social media calendar (Facebook Likes – 3,463; Facebook Followers – 3,913).
- Completed Main Street Maryland report for December and submitted.

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**DDC Executive Director Report – January 2023 continued**

**January/February Projects**

- Window Contest – Work with winners on their marketing prize packages.
- Plan and execute Groundhog Day Celebration for February 2<sup>nd</sup>.
- Organize and lead the ARPA Marketing Committee meeting.
- Oversee continued distribution of Ring cameras to downtown businesses.
- Special Events meeting with City group.
- Attend Leadership Allegany.
- Updates to Baltimore Street Project Mitigation Plan, get more copies printed and hand-deliver or email plans to all building and business owners.
- Town Hall Meeting – Email Save the Date and invitation, draft of agenda, work with Allegany High School and Ryan Brenneman on set-up and live stream.
- Begin work on FY24 DDC budget, initial meeting with Finance department.

**Old Business**

Baltimore Street Project Update – Matt Miller reported we are still on track for early April groundbreaking.

Security Grant – Matt reported that Ark Systems has been chosen as the vendor for the project. We received \$50K in the second round of funding for the expansion of network. We have handed out the first (60) Ring cameras we purchased.

**New Business**

CEDC Updates – Matt Miller

Phase II of the Comprehensive Investment Plan grant program opened this week and is open until February 10th. This includes upper story residential development and upgraded water and fiber for Baltimore Street properties.

Historic Preservation Update – Ruth Davis-Rogers

There will be a Tax Incentive Workshop on February 9<sup>th</sup> from 11:30AM – 2PM. Lunch will be served. This is for owners of historic buildings, investors, real estate agents, accountants and the general public. We are partnering with State of MD officials for this workshop. There will be a virtual option and it will be recorded. People must register on the City website to attend.

**Main Street Committees**

Melinda explained that the DDC is part of the Main Street Maryland and Main Street USA network. We get a lot of benefit from being part of this network. There are Main Street committees that have been put on hold due to COVID, but we are ready to get them re-established.

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**Main Street Committees**

Ruth shared that in her experience, the committees improve communication and collaboration. Ruth reviewed the different committees – 1) Design; 2) Organization; 3) Promotions; 4) Economic Restructuring; 5) Clean, Safe and Green.

Melinda explained that we would like each DDC board member to serve on at least one of these committees, but you can serve on more if you choose. People outside the board will be welcome as well. We would like to start the committee meetings by mid-year. Each committee will have a chair and have at least three members. Committees will report at the DDC board meetings on their activities. Please let Melinda or Doug know what committee you are interested in serving on.

**Public Comment**

Citizen Mr. Dana Tinnen introduced himself as the Program Manager of the local Boys and Girls Club. He would like to serve on a committee or two and offered to help get the word out about events and opportunities for local kids on his Facebook page.

The meeting was adjourned at 10:00 AM.

**The next regular meeting will be held on Thursday, February 9, 2023 at 9AM.**