

CUMBERLAND

DOWNTOWN DEVELOPMENT COMMISSION

A Main Street Maryland Community

Minutes
July 13, 2017

I. Roll Call

In attendance – Sandi Saville, Doug Schwab, Nathan Price, Larry Jackson, Paige McFarland, Dave Love, Daniel Taylor-Neumann,

Absent – Ed Huber, Dan Bowser, David Romero, Tiffany Ritter, Renee Butler, Rhiannon Morgret,

Also in attendance – Jennifer Light, Steven Leyh, Kathy McKenney,

II. Minutes

Minutes accepted as submitted

III. Communications and Billing

None

IV. Reports

Executive Director – Jennifer Light

Downtown Beautification / Improvements / Issues

- Wall at the Book Center in the Centre Street Parklet has been painted
 - Artist will begin painting murals at the beginning of August
- Lights have been installed at CBIZ for the new mural
- Prepping the lamp posts to begin painting black
- All new plants have been planted; water daily if needed; continue to weed

DHCD Community Legacy Grants

- New Community Legacy Awards (FY'2017)
 - \$50,000 Façade Improvement Program
 - 6 applications submitted – working individually through applications to address issues to recommend applicants to M&CC
- Leasehold Improvement Program - \$100,000 (FY'2016 – CEDC)
 - All seven applicants are in the process – FOUR issued Notice to Proceed for construction
- FY'2018 Community Legacy Round – due June 8, 2017 – project recommendations include:
 - *George Street Parking Garage – Submitted by DDC (\$100,000)*
 - *Met with DHCD on July 10th for a tour and awards should be announced in October*

Main Street Improvement Grants – TAG /MIP (DHCD)

- Submitted a MIP Grant for \$6,500 to design and print a downtown dining and shopping guide (attractions) – Applications were due June 14th

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Commercial Property Showcase – June 24th

- About 15 interested people attended and three couples were from out of town

CDBG

- Recommendation to the M&CC for \$50,000 for sidewalk improvements along George St. Parking Garage – begin this project in the fall

Recreational Trails Grant

- Application was due July 1st and we requested \$30,000 of funds needed to match the MHAA Capital Improvement Grant for the “Cumberland History Trail”

MHAA

- Awarded \$9,900 for “Cumberland History Trail”, but we had requested \$46,400

Main Street Quarterly Meeting – June 13, 2017

- Cumberland hosted the meeting and we had approximately 25 people attend
- Toured downtown and there were four presentations in the morning

Allegany County Health Department

- Promote walking in the downtown and installing new signs

Promotions Director – Steven Leyh

Heritage Days Weekend

- Potomac Concert Band attracted 100 people
- Shades of Blues attracted 1,000 people

Bands on the Bricks

• Two Bands on the Bricks have been rained out: Cadillac Cowboys on Friday, June 16 and Back Beat on Friday, July 7

- Cadillac Cowboys show will be rescheduled for Friday, August 4
- Fantastic crowds for Hot Sauce Willie & Chinese Bandits

Excellent turnout for Corvette Show – record number of cars

• Upcoming Shows: The Channel Cats on July 14, Optimus Riff on July 21 and Flood City Brass on July 28

Independence Day at Canal Place

- Incredible crowd (3,000+) for Potomac Concert Band and Fireworks

Upcoming Automobile Events:

- Fire and Ice - July 14, Mustangs – July 21

Upcoming Movie Under The Stars:

- Moana (PG) – 8:45 pm on July 22 at Canal Place

Plein Air Quick Draw – June 24, 2017

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- Wonderful event, many positive comments about our community

Tri-Valley Region Car Show – June 24, 2017

- 63 paid attendees, 35 vehicles on display on Baltimore Street
- The group generated 143 hotel nights (46 people /2 nights, 17 people /3 nights)
- 196 People’s Choice Ballots represented 45 different zip codes

(Only 66 were from 21502) Note: event took place at the same time as Plein Air

- Event is scheduled for June 22-24, 2018

Cumberland Pride

• Beautiful day, wonderful crowd (1,000+) 20+ vendors. Event grew to require insurance, closing of Liberty Street and coordination with Police Department

Advertising / Marketing

- Continue to write and send weekly press releases and email blasts
- Friday morning live ads and Friday evening remotes

A. Financial Report – Ed Huber

- Ed was not present.

V. Old Businesses

- Public Art Project– Kathy McKenney announced the Public Art Project won the Historic Preservation Commission Annual Award and that it would be presented to the DDC at the August 1st Mayor & Council Meeting

VI. New Business

- Budget Amendment – Motion to increase the FY18 Grounds Maintenance Supplies expense line in the budget by \$10,500 to fund the benches and trash cans project. Dave Love moved to increase the expense line by \$10,500, Doug Schwab seconded the motion and it passed unanimously.
- Event Applications -
 - Cumberland Pride for July 15, 2018 – Approved
 - Tri-Valley Car Club for June 23, 2018 - Approved
- August Meeting – The board unanimously agreed to cancel the August Meeting and reconvene in September.

VII. Public Comment (2 Minute Limit)

- A. Kathy McKenney announced the Main Street Program will be celebrating its’ 20th Anniversary.

**THE NEXT REGULAR MEETING WILL BE HELD
September 14, 2017**