



Mayor and City Council of Cumberland

Mayor Raymond M. Morriss
Councilman Richard J. "Rock" Cioni
Councilman Eugene T. Frazier
Councilman James L. Furstenberg
Councilman Brian R. Lepley

City Administrator Jeffrey F. Silka
City Solicitor Michael S. Cohen
City Clerk Allison K. Layton

Mayor and City Council of Cumberland

WORK SESSION

City Hall 2nd Floor Conference Room
57 N. Liberty Street
Cumberland, MD 21502

Tuesday, February 11, 2025; 4:30 pm

PRESENT: Mayor Raymond M. Morriss; Council Members: Richard Cioni (by telephone), Eugene Frazier, James Furstenberg, Brian Lepley.

ALSO PRESENT: Jeffrey F. Silka, City Administrator; Allison Layton, City Clerk; Michael Cohen; City Solicitor; Matt Miller, Executive Director CEDC; Stu Czapski, Economic Development Specialist CEDC.

Media:

I. UPDATE ON CEDC MARKETING PLAN

Matt Miller began the discussion with an update regarding the RFQ published in December 2024. The CEDC is collaborating with Lydia Savramis to fulfill the role of marketing consultant. She has been instrumental in raising awareness to projects throughout the City showcasing all the great things taking place. Her tasks have been the build out of the RFP landing page for the Memorial Hospital development site, ad campaigns for social media, establishing social media presence, monitoring social accounts, creating and sharing engaging content and encouraging community involvement such as voting.

Additionally, she has rebuilt and launched the new CEDC website and is currently collaborating with the Cumberland Police Department to create a new interactive parking map that promotes accessibility and highlights attractions to visitors.

The print ad for the 2025 tourism guide and other marketing opportunities have been established. Lydia's presence has increased social media reach to over 15% and link clicks has to nearly 70%.

II. UPDATE ON COMPREHENSIVE INVESTMENT

Stu Czaspski updated that during the 2022-2023 period, the CEDC launched the Comprehensive Investment Program (CIP). This program included \$400,000 for façade improvements, a \$20,000 grant for technical assistance and engineering design, and a \$250,000 upgrade grant for residential development. All projects are concluding, and any remaining ones have been in close communication with the CEDC.

24 properties participated in the façade improvement grant, \$300,000 has been disbursed leaving a balance of \$100,000 and 3 properties accounting for \$85,000.

The residential portion of the grants was awarded \$350,000, and \$215,000 has been allocated, leaving a balance of \$135,000. At this time, the Business Attraction grant is the only active grant accepting applications. This grant applies to the primary business district. It must be \$10,000, and a 1:1 match is required. Funds must be spent to receive reimbursement.

Mayor Morriss asked of a list of grant recipients

Queen City Creamery, AJ's Cookie Jar and Basecamp Coffee are currently utilizing their funds. D'Atri's and Boost Mobile reportedly have enough employees to qualify for the reimbursement.

III. GENERAL CEDC UPDATE

Matt Miller provided the following updates:

- ❖ The CEDC appointed David Jones to replace Cynthia Bambara (ACM President) as the appointed position on the Board of Directors effective January 1, 2025.
- ❖ Memorial Hospital Site – *did not discuss due to no media present*
- ❖ The CEDC currently has \$20,000 to provide upgrades to security cameras in the Queen City Underpass and they were inquiring the status of the site in order to consider allocating the funds to another project.

Mayor Morriss stated that a complete closure seems to be the direction of the decision at this time and suggested looking for better uses of the funds.

IV. ADJOURNMENT

With no further business at hand, the meeting adjourned at 4:55 p.m.
Respectfully Submitted,

Allison K. Layton
City Clerk

Minutes approved on February 18, 2025

Mayor and City Council of Cumberland

Closed Session Minutes

City Hall, 57 N. Liberty Street, Cumberland, MD 21502

2nd Floor Conference Room

Tuesday, February 11, 2025; 4:00 p.m.

On February 11, 2025, the Mayor and City Council met in closed session at 4:00 p.m. in the 2nd Floor Conference Room in City Hall for the purpose of immediately closing the meeting to discuss the Memorial Hospital RFP and a new business prospect interested in locating in Cumberland. Authority to close the session is provided by Sections 3-305(b)(4) and (b)(14) of the General Provisions Article of the Annotated Code of Maryland.

MOTION: Motion to enter into Closed Session was made by Council Member Frazier seconded by Council Member Furstenberg, and was passed on a vote of 4-0.

PRESENT: Raymond M. Morriss, President; Council Members Richard Cioni (by telephone), Jimmy Furstenberg, and Brian Lepley

ALSO PRESENT: Jeffrey F. Silka, City Administrator; Allison K. Layton, City Clerk; City Solicitor, Michael Cohen, Matt Miller, Executive Director of the CEDC and Stu Czapski, Economic Development Specialist with the CEDC