

WSMMC Regular Meeting of Trustees Minutes

Monday December 12, 2022 Virtual via Zoom

Call to Order : 7:06

Secretary's report from November Approved: Motion Richard, 2nd Michele

Roll Call: Kim, Richard, Michele, Lorraine, Chris, George, Hilary, Bea
Not in attendance: Carl, Steve, Cally

Treasurer's Report: NOVEMBER 2022

Assessments	65,560.00
Assessments collected	60,090.00
Outstanding	5,470.00

Checks Written Sept 2022	Ck# 921	George Swoyer	801.00
	Ck# 922	Seasonal Decor	2,250.00
	Ck# 923	Seawave Corp	465.00
	Ck# 924	Amanda Meyer	67.50

Withdraw of \$3,000.00 for Thanksgiving Entertainment(Black Friday) \$700.00 of that was deposited back on 11/29/2022 due to rain cancellations.

Audit and budget will be prepared by Michele to present to City Council (Lorraine will confirm date)

Approve Novembers Budget: Motion Richard, 2nd Hilary

Approve Budget for 2023: Motion Richard, 2nd Kim

CHAIR REPORT: Richard- Very good response to Hospitality Night

ADVERTISING: Richard would like to encumber \$500.00 for Herald Hospitality Night Ad
Motion - Bea, 2nd Chris

Richard would like to encumber \$1,778.00 for Cape May County Vacation Guide 2023 and
2023 Mac Travel Guide 425.00 Motion - Chris, 2nd Bea

SOCIAL MEDIA

Continuing to post. Event posts had a lot of shares and likes. Travel and Leisure magazine rated Cape May as one of the top 25 Christmas towns and Washington St. Mall was specifically mentioned which was seen by about 50,000 people, 400-500 shares, 3,000 + likes.

Website - in the past 30 days over 30,000 people have visited the site and over 7,000 were new viewers

Cape May County Tourist Authority did a podcast and interviewed George Swoyer. He discussed events and shopping on the mall.

Working on Jersey Cape Vacation Guide Ad

New Banners are up, 5 are seasonal and 5 are year round.

Working on a potential bench that will be used for photos by visitors.

Brick orders are still coming in with 90 new orders since last month.

In our PayPal account from the Brick orders - \$20,956.21

Confirmations/certificates are sent out by George to Brick purchasers.

Flyers with QR codes are being used to advertise Brick Program

Brick Program cut-off for first order January 15, 2023 for April install

Chris offered to display Brick Program info on Coldwell Banker digital screen

Beachlove also has a digital screen and has offered to display Brick Program info

DECOR & MAINTENANCE

Hilary to encumber \$ 9,000.00 for tree trimming in 2023 Motion- Richard, 2nd Bea

The lights are still an issue, due to rain the GF keeps being tripped off

CITY MANAGER/COUNCIL REPORT

Hilary mentions that the parking meters don't always work and is asking to not ticket people during the holiday season.

Lorraine will look into the parking meters and why they are not printing out the pass that is to be put on the car dash.

NEW BUSINESS

Richard will send Erin Burke/Emily Dillon a list of the 2023 meeting dates. 2nd Monday of the month @7:00pm Zoom

Next Meeting Thursday January 19, 2023