

**WSMMC Regular Meeting of Trustees Minutes**

**Monday February 12, 2024 Virtual via Zoom**

**Call to Order :** 7:02

**Roll Call:** Kim, Richard, Hilary, Michelle, Cally, Steve, Lorraine, Tom V, Chris,  
Meghan, Paul Dietrich(City Manager), Nicole Vaccarella(Cape May  
City), Jody Alessandrine (MAC) Nicole

DeWald(Tuxedopink)

Not in attendance: Carl

**December Minutes Motion to Approve:** Richard, Cally

**MAC Presentation from Jody Alessandrine**

**Finance Report:** 2024 Budget was approved by City Council, Thank You to Chris & Cally for attending that meeting.

**Treasurer's Report:** Email votes approved to encumber \$1,777.50 for the 2024 Cape May County Chamber Guide book and \$425.00 for the MAC 2024 travel guide.

<b>Checks Written-December 2023</b>	
Ford Scott CPAs (982)	1,640.00
George Swoyer (983)	1,111.00
Pam Smarro (984)	702.65
Amanda Meyer (985)	80.28
Cash Withdrawl-Tuesday Entertainment	4,100.00

<b>January 31, 2024</b>			
2024 Assessments			68,969.18
2024 Assessments collected			
2024 Outstanding Assessments			68,969.18
2024 Memorial Brick Income-Bank			
2023 Memorial Brick Income-Bank			18,350.00
2022 Memorial Brick Income-Bank			250.00
Memorial Brick Income-Paypal			117,201.76
<b>Memorial Brick Income-Total</b>			<b>135,801.76</b>
<b>CASH FLOW</b>			
Beginning Balance per Bank			18,725.42
Plus Deposits			0.00
Plus Interest			0.15
Less Checks Paid			-3,601.43
<b>Ending Bank Balance</b>			<b>15,124.14</b>
Less Checks Out			-2,737.41
Plus Deposits in transit			
<b>Balance per Books</b>			<b>12,386.73</b>
Paypal-Beginning Balance			113,163.49
Payments Received			4,450.00
Withdrawals			0.00
Fees			-161.73
Chargeback			-250.00
<b>Paypal Ending Balance</b>			<b>117,201.76</b>

2023 Assessments outstanding		906.40
2023 Assessments collected in 2024		
2023 Remaining Assessments Due		<b>906.40</b>

Checks Written-January 2024	
Cape May County Chamber of Commerce (990)	1,777.50
MAC (991)	425.00

Motion to Approve Treasurers Report: Richard, 2nd Chris

**Chair Reports:** Steve has spoken to Eric Prusinski from Public Works and he reported the following: Trash cans will be replaced on the Mall, new GFI's in planter boxes will be replaced and raised out of the dirt, CAM lights will be replaced at Ocean St, & Perry St. An outlet will be installed at Perry Street for more lighting. A new flag pole will be installed on Ocean St.. Eric will also contact SJ Gas Co. about the cones around the Mall. Trees will be trimmed on Ocean, Decatur, and Jackson Streets and replacing two dead trees on Decatur Street.

**Events:** Michele Konopka is resigning from the Board and the Events Committee due to the closing of her store, Beachlove. Chris Bezaire will be the new chair for the Events Committee. Chris has introduced Nicole Vaccarella who be in charge of some of the City events. Nicole discussed the upcoming Easter Stroll, scheduled for March 31, 2024 (Easter) and is asking for prize donations.

Tunes on Tuesday info will be forwarded to Chris from Michele.

**Social Media / Website:** Promoting Valentines Day/Weekend, gift ideas. Heart signs in the planter boxes. On the website the platform to accept Brick orders through the website is up and running. Orders and payments can now be made through the website. The money received goes directly into the Malls bank account. We are still able to accept payment through PayPal which will go into the PayPal account.

The Mall was nominated by USA Today for "Best Mainstreet". The voting opens in March and winner will be announced in April. Voting is available once a day.

George is also working on a new Spring photo backdrop for Perry Street along with Spring Banners.

**Brick Program:** The 2nd traunch of brick orders have been submitted to the engraver on January 31, 2024 (43 8x8 bricks and 261 4x8 bricks). The board approved this by email vote on February 1, 2024. Once they receive a check they will begin the engraving. Engraved bricks will arrive in 8-12 weeks.

**Finance:** Cally would like to do one blanket encumbrance for the year for George Swoyer fees instead of approving them every month. Cally has been looking into interest bearing accounts for our future capital from the Brick income. She has reached out to Sturdy Bank and still waiting for information on interest rates. Cally also reached out to Kevin (CFO) at the city to see what interest rate the city is getting, but have not heard back from Kevin yet.

We have two stores that have not paid their assessments, Dellas 5 & 10 and Dellas Real Estate. Its going on 5 years of non-compliance and Lorraine has suggested that a discussion with Paul Dietrich and Chris Gillin Schwartz should happen on how to move forward.

Chris has made a motion to remove Dellas from the Malls website and social media, 2nd Richard.

**Decor:** Hilary would like to encumber \$830.00 for trimming of 8 crepe myrtle trees in the alleys.

Hilary would like to encumber \$600.00 for photo backdrop and 6 banners

Motion: Richard, 2nd Steve

Hilary would like to encumber \$8,950.00 for Spring Planting. Motion: Richard, 2nd Cally

**New Business:** Richard mentioned that at the last City Council meeting the Tax Payers Assoc is preparing to present to council that the city should not be picking up the Malls recycling any longer, they don't want their tax dollars going towards commercial recycling. Richard mentions that the businesses pay taxes also. Richard mentions this to make the Board aware that this may come up in the future.

Cally mentioned that MTRAK is looking into city recycling.

Hilary would like to put on next month agenda a discussion on Parking Meters

**Meeting Adjourned 8:11 pm**