

WSMMC Regular Meeting of Trustees Minutes

Monday May 12, 2025 Virtual via Zoom

Call to order: 7:02

Roll Call: Kim, Richard, Steve, Cally, Carl, Chris, Meghan, George, Justin Riggs,
Not present: Hilary, Mary, Thomas

SECRETARY'S REPORT

Motion to approve minutes - Carl, 2nd Chris

TREASURERS REPORT

Financial Report:

It was reported that the organization remains in good financial standing. The CD has rolled over at a rate of 2.99%, which, while not ideal, is still significantly higher than the current money market account rate of 0.07%. Although the higher interest rates of 5% are no longer available, the organization continues to generate income. Additionally, approximately three-quarters—or more—of the assessments have been paid to date, further contributing to a strong financial position.

ADVERTISING

Richard requested the encumbrance of \$1,000.00 for advertising in the Herald, which will cover promotion for both the spring and fall sidewalk sales.

Motion to approve: Chris, 2nd Steve

SOCIAL MEDIA / WEBSITE

Social Media and Website Update:

George reported continued regular activity across social media platforms. Spring-related posts are being phased out as summer content begins, with promotion currently focused on the upcoming Sidewalk Sale. Promotions will continue throughout the week. Updates have been made to reflect the June music schedule and Tunes on Tuesdays events, which are now live on the website and will be promoted on social media.

Three new businesses have been added to the website and will be introduced on social media:

- World Lovers Clothing
- Karma (500 block)
- Henry's and Harry's (formerly Henry's)

Brick Program Update:

There are currently 204–205 brick orders in the queue. Orders will be accepted through June 30. Following that deadline, the current queue will be closed, with installation planned for the fall. Orders will continue to be accepted for the next installation round thereafter.

EVENTS

Chris is continuing to work on finalizing the flyers for Tunes on Tuesday.

DECOR & MAINTENANCE

Maintenance and Infrastructure Questions:

A question was raised regarding the status of the fountain on the 400 block, noting that the top is missing and the fountain is not currently operational. It was unclear whether the top was removed for the winter or if the fountain is in need of repair. Justin responded that he was not certain but would look into the matter.

A second inquiry was made about a dead tree located on Jackson Street near Louisa's. Justin noted that he believed Frank had inspected the tree but was unsure of the current status. He stated that he would follow up to confirm.

CITY MANAGER/COUNCIL REPORT

Council Meeting Acknowledgment and Job Fair Discussion:

Appreciation was expressed to all who attended the recent Council meeting regarding recycling. Their presence was noted and valued, and the importance of continued collaboration and communication was emphasized. Members were encouraged to reach out with any issues or concerns so that they can be addressed in a timely manner.

A question was posed to the group regarding the recent job fair, specifically asking if any businesses were able to hire candidates from the event. While specific hiring outcomes were unclear, Meghan offered a suggestion for future planning. She noted that many college students are only just beginning to return home and may have been unable to attend the fair due to its timing. Additionally, high school students often have scheduling conflicts between 4–7 p.m. due to extracurricular commitments.

Meghan suggested that, if another job fair is held in the future, it might be more effective to schedule it toward the end of May or the first week of June. She observed that while some students apply for jobs during spring break, many are not focused on summer employment until later. The timing of the event should be aligned with the target applicant pool—whether high school and college students or individuals actively seeking employment—since availability and readiness vary significantly among those groups.

High School Internship Program Opportunity:

Pam shared information about an internship program available through Lower Township High School for seniors. As part of the program, participating students are permitted to leave school three days a week at approximately noon to complete internships. These internships may be either paid or unpaid. Pam suggested this could be a valuable opportunity for businesses—particularly those in the restaurant industry—seeking individuals not planning to attend college and interested in entering the workforce directly. She is currently awaiting the name of the teacher or counselor who oversees the program and will share the contact information once received.

Justin added that the City is already participating in this program. He also noted he could not recall the specific contact name but believed it may be someone in the high school's Science Department.

Adjourned: 7:20

Next meeting: June 9, 2025