

WSMMC Regular Meeting of Trustees Minutes

Monday October 13, 20245 Virtual via Zoom

Call to Order : 7:02

Roll Call: Kim, Richard, Steve, Chris, Meghan, Carl, Tom,
George, Dylan Gorman, Justin Riggs
Not Present: Cally, Hilary, Mary

Secretary's Report: Motion to approve: Carl, 2nd Steve

Treasurer's Report: All assessments have been paid. Justin was tasked with consulting the city clerk, Erin, about the distribution of special assessment funds, and he agreed to email Cally with the details. (See last page for details)

Motion to approve: Tom, 2nd Chris

Chair Reports: No updates

Social Media / Website: George discussed ongoing social media activities, including fall promotions and upcoming holiday content. George reported on website updates, including the addition of live streaming cameras and the removal of Art Block and Seabags from the business directory. George is also promoting the Halloween parade on Sunday and Trick or Treat on the Mall prior to the parade. Chris and Pam confirmed the Halloween parade and trick-or-treating event on the mall, with trick-or-treating scheduled for the 19th and a rain date on the 26th.

Brick Program: Brick Installation Update:

The brick company confirmed receipt of the payment on September 15th. As previously noted, production typically takes approximately 8 to 12 weeks, so delivery is expected in December. Due to the busy holiday season, installation will be postponed until January. This timeline aligns with what was communicated to customers—that installation would be completed by February 1st. The installation schedule may be adjusted as needed depending on weather conditions.

Events: Chris and Pam confirmed the Halloween parade and trick-or-treating event on the mall, with trick-or-treating scheduled for the 19th 12-2pm, and a rain date on the 26th. Chris and Pam have confirmed that the carolers from last year will be returning for Hospitality Night. Chris made a motion to encumber \$1,185.00 from the Events Committee budget to cover the cost of the carolers. Hospitality Night will take place on December 12, 2025 from 7:00 p.m. to 9:00 p.m., with the carolers performing from 6:00 p.m. to 8:30 p.m.
Motion: Richard, 2nd Steve

Decor: Holiday Landscape Proposal:

Pam has presented the landscape proposal for the holiday season totals \$20,254.00. There is currently \$20,566.00 allocated in the landscape décor budget. Once the final fall décor payment of \$3,731.00 clears, the remaining balance in the landscape budget will be \$16,835.00.

The **Events Committee** budget currently has \$5,565.00 remaining. After the \$1,185.00 payment for the carolers, the remaining Events budget will be \$4,380.00.

It was noted that when preparing the 2026 budget, additional funds should be allocated to the landscape décor budget due to rising costs.

As a non-board member, Pam cannot make a motion; however, She is presenting this report and requesting that a board member make a motion to transfer \$4,300.00 from the Events Committee budget to the landscape décor budget. This transfer would leave a closing balance of approximately \$80.00 in the Events budget.

A motion is also requested to encumber \$20,254.00 for the holiday landscape décor. Payment terms are as follows:

- Deposit: \$10,126.87 due October 25th
- Balance: \$10,126.88 due November 29th
- Completion Date: On or before Thanksgiving Day

A clause has been added to the holiday décor contract stating that \$300 per day will be withheld for each day the project is not completed by Thanksgiving Day, and the contractor has agreed to these terms.

Motion to move \$4380.00 from Events to Decor: Kim, 2nd Richard

Motion to encumber \$20,254.00 : Chris, 2nd Steve

City Council: Justin & Lorraine Events and Updates:

- The **Cape May Fire Department 150th Anniversary Parade** will take place on **October 19th** at the fire station from **11:00 a.m. to 1:00 p.m.**
- The **“Tricker Trails” event**, a new initiative this year in partnership with the **Clean Communities Program**, will be held on the **Lafayette Street Trails** on **October 30th** from **3:00 p.m. to 5:00 p.m.** All are welcome to participate.
- **Citywide Trick-or-Treat** will take place on **October 31st** from **5:00 p.m. to 8:00 p.m.**

Jackson Street Fountain:

An update was provided by Justin regarding the **Jackson Street fountain**. Public Works has received the necessary replacement part, which was sourced from Colorado. Scheduling for installation is currently being coordinated, though winterization typically begins in the second or third week of November. The delay was due to the limited availability of the part.

Additional Updates:

Lorraine reported that she received an email from Cally requesting an update regarding **City Council discussions on the C2 District and workforce/long-term housing** on the mall.

Lorraine provided an update on the **C2 District and workforce/long-term housing proposal** for the Washington Street Mall area.

The **original ordinance** was presented to City Council a few months ago but was sent back to the **Planning Board** for further review. The Planning Board has since held **two meetings** to discuss the proposal. As a member of the Planning Board, **Justin** confirmed that the current focus is limited to the **Washington Street Mall District**, rather than the entire C2 district, with consideration for **workforce and long-term housing** and **parking waiver provisions**.

The Planning Board, along with Engineer and Planner **Craig Hurless**, Attorney **Rich King**, and **Paul Dietrich and Chris Gillen-Schwartz**, has been reviewing and revising the proposal. It remains **under attorney review** at this time and will return to **City Council** once revisions are complete.

No formal date has been set for the ordinance to return to Council. However, due to year-end timing constraints—since an ordinance cannot be introduced at the close of one year and carried into the next—it may need to be introduced in January.

Elections: Board Nominations:

Kim reported that a few nominations were received, though not many overall. Three individuals have been nominated for Board positions:

SallyYerk– Queen May

Dylan Gorman – Summer Sun Surf Shop

Jenna Pritchard – Whales Tale

Kim noted that ballots will be sent out to all members for voting, as there are **three nominees** and **two open board positions**.

Richard confirmed that the ballots will be **emailed to all members**, and voting will take place prior to **October 30th**. The results will be announced, and the new board members will be in place for the **November meeting**.

New Business: Cassells Shoe Building – Water Line Access Request:

Chris Bezaire reported that **Dan Uffleman**, the new owner of the **Cassells Shoe Building (1413–1415 Washington Street)**, approached him regarding a required installation of a **fire suppression sprinkler system** as part of ongoing renovations.

The **City of Cape May** has granted approval for the project, which requires access to the **main water line located in front of the building on the Washington Street Mall**. However, the city indicated that the property owner must also obtain **BID approval** to open and restore the area in front of the store.

Chris read the property owner's email requesting permission to access the water line, stating that all pavers and surrounding areas would be **restored to their original condition** and that the work would be completed **as quickly and neatly as possible**.

Chris made a **motion to approve** the request, which was **seconded** by Richard.

During discussion, **Justin Riggs**, Deputy City Manager, noted that while it is **technically city property**, the BID manages the mall area, and the intent was likely to **keep the BID informed** of any work being performed there. Chris agreed, adding that the process likely originated from **Bruce** and confirming that the area remains **city property**.

BID Google Account – Recovery Information Update:

Kim raised a question regarding the **BID Google account** recovery information. It was noted that the **recovery email and phone number** are still listed under **Cindy Huff**.

George agreed to take care of the update and stated that he has experience handling similar changes for other accounts. He will **email Kim to coordinate** and ensure the recovery information is updated accordingly.

Next Meeting: November 10, 2025

Motion to Adjourn: Richard, 2nd - Kim

Treasurers Report

Checks Written-September 2025	
Capital One ACH 9/09/2025	37.50
George Swoyer (1069)	1,041.84
Brick Markers USA (1070)	6,157.77
Chamber of Commerce of Greater CM (1071)	450.00
Creative Garden Services LLC (1072)	3,731.58
George Swoyer (1073)	894.00

September 30, 2025			
2025 Assessments			71,038.26
2025 Assessments collected			-71,038.10
2025 Outstanding Assessments			0.16
2025 Special Assessments			43,500.00
2025 Special Assessments collected			-43,500.00
2025 Outstanding Special Assessments			0.00
2025 Memorial Brick Income-Bank			48,453.14
2024 Memorial Brick Income-Bank			151,327.41
2023 Memorial Brick Income-Bank			18,350.00
2022 Memorial Brick Income-Bank			250.00
Memorial Brick Income-Paypal			1,610.32
Memorial Brick Income-Total			171,537.73

September 2025		
	2025	
	2025 Assesments	\$71,038.26
	2025 Special Assessments	\$43,500.00
	Brick Income	\$193,933.07
	Surplus	\$10,000.00
		\$318,471.33
	2024 Assessments outstanding	933.59
	2024 Assessments collected in 2024	933.59
	2024 Remaining Assessments Due	0.00