

WSMMC Regular Meeting of Trustees Minutes

Monday, December 13, 2021 Virtual via Zoom

Call to Order 6:47 pm

Roll Call: Carl Spatocco, Cally Zebrowski, Sasha Morjakova, Richard Meyers, Hilary Pritchard, Kim Gagliardi, Michele Konopka, Steve Smarro, George

Motion to approve minutes with change made to final adjournment from Pam to Steve
motion to approve-Steve, 2nd Cally

Treasurer's Report: Checks Written - November 2021

Capital One	51.69 (Zoom/Staples)
Ck# 881	748.12
882	500.00
883	5000.00
884	134.91
885	850.00
886	900.00
887	3750.00

Motion to approve: Steve, 2nd Carl

Chair Report:

Advertising/Marketing: Seeking Approval for 2022 Mac Travel Guide \$425.00

Motion: Cally 2nd: Steve

Seeking Approval for 2022 Cape May County Chamber Vacation Guide \$1,778.00

Motion: Michelle

2nd: Steve

Social Media / Website: Receiving good feedback on recent posts

Events: Discussion on finalizing 2022 calendar, fundraising for W.Cape May Christmas Parade, how to attract more people to the mall during late afternoon hours, discovery map (yes or no?)

Finance: Hotel/AirBNB on the mall have been added to the Assessment list and will be required to pay yearly fee. 800 Sq Feet or more \$880.00, 799 Sq Feet or less \$550.00

Meeting dates for 2022 to remain 2nd Monday of every month @7:00pm.

Brick Program: Will revisit in the 2022

Discussions on expanding the BID to Carpenters Lane, Washington Commons

New Business

Motion to adjourn: Everyone