

WSMMC Regular Meeting of Trustees Minutes

Monday, March 8th, 2021 – Virtual via Zoom – 7pm

Call to Order

Roll Call: Chris Bezaire, Alicia DiPaolo, Cindy Huf, Richard Meyers, Donna Marie Lawrence, Sasha Morjakova, Bea Pasagno, Hilary Pritchard, Carl Spatocco, Carolyn Zebrowski

Secretary Report: Request to change “Board” to “City Task Force” in chair report

Motion to approve: Richard, 2: Cally

Treasurer’s Report: No new assessments received. 2020 recovery for Cape May Leather, following up with Dellas

5 Checks Written:

838- Post Office \$114

839- Chamber Membership fee \$380

840- Amanda Meyers \$141.72

841- Alexa Ruffo \$400 (social media)

842- Ken (decor)- 2nd half of invoice \$1620.

Motion to approve: Richard, 2: Donna

Committee Reports:

Council Liaison Report: Chris- City meeting in regards to outdoor dining and open container. Also meeting regarding tables and chairs in rotary park for takeout dining.

Mayor Mullock and Chris are on the same page for being proactive with outdoor activities. Fireworks are a go. Maybe guidelines to follow for outside activities for this summer. Need to know soon about Easter stroll on the mall, anticipate it's a go. Also will give contact info for Lori Taylor replacement.

Hilary-“Can we keep the walkway open on Carpenter's Lane, the store fronts are not easily viewed?” Resolution on Tuesday for outdoor dining so there are not more than 100% seats used for inside and outside dining. Meeting with MAC for proposal for Trolley.

Hilary-“What about replacing barriers with planters?”

Chris-“City manager looking at wood planters, there are no more concrete barriers. We might be stuck with orange barriers but we are trying to put something more appealing to go with them.”

Carl suggests doing away with the tents to make outside dining more attractive.

Chris-Tent resolution already passed. Hilary-Can Mall Merchants send a letter to Council where we stand on suggestions.

Cindy-“It’s an eyesore and has negatively affected both of her businesses on Carpenter’s Lane”

Hilary is putting together a letter if the City will provide barriers and the BID will pay for the decor. Chris is under the impression that it’s not about the money, just not important to the City. Regarding the Jitney, hoping to move forward with either Mac trolley or Jitney. Having a meeting this week to figure out with Mac what we can do.

Hilary-“Are dogs allowed on the Mall?”

Chris-"City has same mind set, will be enforcing no dogs on the mall more. Trying to push on a seasonal basis. Police enforcing more in the Summer due to much more traffic" Not including Carpenter's and Lyle Lane, just on the mall

Sasha emailed suggestions on waiving ticket fees, if violators have a paid receipt from store on the mall. Chris is passing idea on to Capt Fashaw

Advertising: Richard sent out proof of map, send Richard any changes you would like made. Cost \$4,000. Would like money encumbered.

Doreen will let us keep space on Kiosk for large map and for Discovery map.

Motion to encumber \$4,000: Cally, 2nd: Bea

Social Media-/Website: Cindy talk to Bernie about \$800 bill from CapeMay.com. There is a small link that directs to the mall, it was canceled as of March 1st. Bernie will come back with a more reasonable proposal. Domain payment will now be on company account since Cally has new BID credit card

Numerous Proposals for job applications. Most cost-effective was George Sawyer, his proposal for \$500 for website and social media.

Richard-"regarding the website will there be a contact us link? Will George handle those questions?"

Hilary asking for recommendation for hiring George Sawyer and write up a contract.

Motion: Cally, 2nd: Carl

Encumber at next meeting. Alexa will continue through the end of month and help with transition.

Events: Donna Marie-Customer Appreciation Day had such positive feedback do we want to do again? Can we do before Easter?

Richard suggests a Thursday or Friday. Donna and Sasha will follow thru and we can send out an email to other merchants.

Sidewalk sale in May 13-16

Hilary -"Are there any press release or community calendars we can post for Sidewalk Sale?"

We have to write to the City to pass a resolution for Sidewalk Sale and rain date. Last year there was a problem with pop up tents that were not ok with code enforcements. Cally recommends no tents.

Rain date if two days are a wash out, if so just the two days on the following weekend.

Motion: Richard, 2nd: Cally

Finance: Cally applied and was approved for a Capital One spark credit card. It is a small business credit card with a \$2,000 credit limit, can add authorized users.

Décor: Last of the lights are going up, timers put back in. Planting completed by March 26th, pansies will be up through summer.

Hilary asking for Motion approve \$4,754.35 for spring planting with a \$3,000 deposit

Motion: Cally, 2nd: Donna

Old Business: Still dealing with the memorial tree. Pam Smarro is getting info for lighting on the Mall will get back with a price.

New business: Carl is talking with Senator Testa and Assemblyman Simonson and working to get in touch with Grant. Suggest selling bricks, people can get their names on Bricks by engraving. Will continue to pursue different revenues.

Public Comment:

Adjournment- Motion: Richard, 2.: Carl

Submitted by Alicia DiPaolo