

**WSMMC Regular Meeting of Trustees Minutes**  
**Monday, November 8, 2021 Virtual via Zoom**

**Call to Order** 7:01

**Roll Call:** Beatrice Pessagno, Carl Spatocco, Cally Zebrowski, Sasha Morjakova, Richard Meyers, Hilary Pritchard, Kim Gagliardi, Cindy Huf, Michele Konopka, Steve Smarro

**Secretary Report:** Correction to minutes regarding nomination for Steve to take over Alicias position. Motion to nominate Steve Smarro - changed to Carl, 2nd: Cally  
Motion to approve: Richard, 2nd: Cindy

**Treasurer's Report:** Checks Written - September 2021

Ck# 870 Amanda Meyer	135.00
871 George Swoyer	500.00
872 Seasonal Decor	299.50
873 Seasonal Decor	4,477.95
874 Seawave Corp	465.00
875 Holiday Pro Lights	26,448.00
Capitol One Transfer Payment	15.98

Checks Written - October 2021

Ck# 876 Bonnie Mullock	2,500.00
877 City of Cape May	75.00
878 City of Cape May	225.00
879 George Swoyer	700.00
880 Seasonal Decor	8,750.00
Capitol One Transfer Payment	15.98

Motion to approve September & October Report: Steve, 2nd: Richard

**Chair Report:** Mention of Cape May Voted #2 for Small Town Business Shopping and Voted #10 of Best Coastal Small Town in the Country in USA Today

Election Result: Michele (in position of renter)

Election Nominations: Co-Chairs(Chair/Co-Chair): Steve & Richard - Accepted, No other nominations

Secretary - Kim Gagliardi Motion: Hilary 2nd:

Treasurer - Cally Nominates Michelle, 2nd: Hilary Accepted

Chair - Advertising/Marketing: Cally

Chair - Social Media / Website: Cindy

Chair - Events: Sasha & Michelle

Chair - Finance- Michelle & Cally  
Chair - Decor and Maintenance - Hillary and Michele  
Chair - Promotion Committee - Carl  
Decide on Meeting dates for 2022 at next meeting

Mike Voll - HPC needs more information about string lights.

**Advertising/Marketing:** Susan Tishler emailed band invoices for W.Cape May Christmas Parade. WSM will sponsor 2 bands in W. Cape May Christmas Parade : West Deptford High School & Wildwood High School. Hilary will drop off banners for parade.

George will post on Social Media

Customer Appreciation Days to be advertised on Social Media

Cally Motion to move \$900.00 from provision for uncollected to advertising, 2ND: Richard  
Beatrice Motion to approve \$1750.00 for the two bands, 2ND: Carl

Social Media / Website: George reports on previous posts and shares. QR signs will be placed after holidays. Updated hours still needed.

Events: Sasha & Pam Light & Love Event November 26th, 2021

4:30 - Music and Santa

4:45 - Mayor

5:00 - Lights turn on

Tom Volunteered to be Santa

Mike Voll : Checking if Permit is needed from the City for this event

Customer Appreciation Days December 9th & 10th 2021 10:00-9:00

Tom Volunteered to be Santa (December 9th)

Hilary hired a Santa (December 10th)

6:00 Music

Santa

Caroling

**Finance:** Decide on final budget at December meeting

Assessments will be raised by 10% next year

Discrepancy between bank statements and the assessment sheets, Cally will meet with Meaghan from the city this week to review all receipts and check stubs to rectify.

Budget to be presented to council December 21, 2021

**Decor:** Holiday decor will be completed by Thanksgiving, Fall decor has started to be removed as of today November 8, 2021

Hillary will get pricing for new coco liners for hanging baskets for 2022

Hillary suggests new sign for Bell

Motion to add \$250.00 (Total Amount 1350.98) to Decor Fund for banners: Hillary, 2nd: Richard

Motion to encumber \$5,000.00 (Total Amount 12,500.00) Holiday Decor Motion: Bea, 2nd:  
Cally

**Special Lighting Project:** Pam Smarro Update  
Site Plan and report from contractor to Warren Copeland (HPC)  
Outlets on 400 block will be fixed by city electrician  
City will be notified of Several Lamp Posts in need of repair

**Engraved Brick Program:** Carl - table till next month

**Old Business:**

**New Business:** Kim will try to gather pictures of the Decatur St. streetscape for next meeting  
Table for next month: Community Business Directory (Shop Small)

**Adjournment:** Motion : Steve 2nd: Richard