

WSMMC Regular Meeting of Trustees Agenda

Monday, January 11, 2020 – Virtual via Zoom – 7pm

Open Public Meetings announcement

Call to Order

Pledge of Allegiance

Roll Call: Richard Myers, Cally Crawford, Hilary Pritchard, Alicia DiPaolo, Sasha Morjakova, Donna Marie Lawrence, Chris Bezaire, Bea Pasagno

Welcome new members: Mike and Chris

Motion to Approve dates for future meetings: Richard, 2nd: Cally

Secretary Report:

Motion to approve: Cally, 2nd: Richard

Treasurer's Report: 2 assessments paid \$1600 (Coldwell Banker and Parking Lot) 5 Checks written:

830- \$800 Alexa Ruffo (social media)

831-\$108 Amanda Meyers (bookkeeping)

832- \$2,228 Ken Harris

Bank balance: \$12, 319.50

Motion to approve: Richard, 2nd: Alicia

Audits same flat rate-not sure if Amanda will need extra hours...for month to month spending less on bookkeeping

Committee Reports:

Chair Report:

Assessments to go out this year, do we have time to change rate...? Due April 1st. Maybe put on agenda for February meeting with Mike and Chris. Any other concerns and ideas for 2021 submit to Hilary.

Advertising:

1. County Travel Guide \$1777.50

Approval Motion: Hilary, 2nd Donna

2. Mac Travel Guide (50% discount)

Approval Motion: Sasha, 2nd: Hilary

3. Mac This Week in Cape May \$1,000

Approval Motion: Donna, 2nd: Sasha

Social Media-/Website: Cindy not available

Cindy put an ad together for a website designer. Do we want one person for a website and social media separate? Consensus what is best financially...if separate try branding to unite. Going to post job description on indeed and etc...

Alexa continue social media for now...

Events:

Donna- Additional Customer Appreciation Day...huge feedback for another one. Easy to do regardless of circumstances, potentially another in February. Valentine Friday February 12th, send out a message to membership if anyone wants to participate.

Finance: Assessments-

increasing for 2021-propose 6% increase per store. \$500-\$530, \$800-\$848. Gives us \$3500 more, not a lot for us to work with but something. Are we better to do just one time increase and make more substantial with little increment yearly? Propose 10% first year and then small increase "cost of living increase" each year after.

Ordinance takes 4 weeks to pass through City Council, so could do this year. Two weeks through council and 20 days public notice.

Propose- 10% increase and additional 3% each year after.

Motion: Hilary, 2nd: Cally

Next meeting Cally sending letter

Carl looking into funding grants

Décor: Goals-Address lampposts that dont have much light to them. Decorations down Monday. Goal for 2021 new signage.

Old Business: Memorial Tree is city responsibility to replace. Lighting projects tabled for now.

New business: Sidewalk sale space needs sorted out before next sidewalk sale.

Dog issue-not enforced on mall, need to make decision do away with ordinance or enforce regarding liability.

Public Comment:

Adjournment- Motion: Cally, 2nd: Richard