

WSMMC Regular Meeting of Trustees Minutes

Monday July 10, 2023 Virtual via Zoom

Call to Order : 7:02

Roll Call: Kim, Richard, Hilary, Michelle, Bea, Steve, Carl, Cally, Chris,
Lorraine(arrived late)

Motion to approve June Minutes Richard, 2nd Cally

Motion to approve Treasurers Report Richard, 2nd Bea

Treasurer's Report:

-370.50 was questioned - this is a credit for Tunesday Tuesday donation

Steve has suggested that we ask city for help in acquiring DUE assessments. We are at 20% not paid

Checks Written

Ck# 955 \$ 465.00

Ck# 956 4,000.00

Ck# 957 740.00

Ck# 958 573.00

Ck# 959 3,125.00

Ck# 960 67.50

Tunesday Cash Withdrawal

6/27 Lynne Smith 200.00

6/27 Victor Aiken 400.00

6/27 Andy DiMicale 200.00

Bank Service Charge 1.00

(See June Treasurer Report for more info)

Advertising

Good Morning America was in Cape May this morning on the Washington Street Mall. GMA was originally planed to be on the beach but at the last minute this was changed to the Mall. Business owners were not notified in time to prepare.

SOCIAL MEDIA

Tunesday Tuesday is being promoted on website. Summer banners will be arriving soon.

Bricks are all installed. One brick was missing from order and will be installed with next order. Bricks have a whiteish efflorescence, which is a salt deposit. This will fade in time. Signs will be designed to stick in planters to advertise for future brick purchases.

Brick orders for next install - 80 orders

A disclaimer has been added to future brick orders that we cannot guarantee brick colors or readability of wording due to variations of bricks.

EVENTS

Tuesday Tuesday Music on the Mall is going well.

FINANCE

Cally would like approval to cut a check for Amanda for \$378.00 which includes the Quickbook split payment.

Motion - Richard, 2nd - Chris

DECOR

Hilary wants to thank Bea & Chris for approaching the city for help in purchasing new hanging baskets. The city paid \$6,999.00 and the balance will be paid by the Mall (this amount will be noted at the next meeting). They will be hung between Fall & Winter season. In late August Ken will switch out flowers to incorporate more fall colors with the pot in pot method.

Ken is still working on the lights in the alleyways.

Hilary would like to encumber \$8,000.00 for Mall enhancements from the Brick Program.

Motion to encumber \$8,000.00 for Mall Enhancements Cally, 2nd Richard

Discussion of recycling being put out early by businesses affects the aesthetics of the mall. The ordinance states(434-5) property owners may move properly sealed cans or containers to curb area in front of their property on the day of scheduled trash collection. If this continues to be a problem it may need to be addressed.

Bricks

Cally would like boards approval to cut a check for George Swoyer for \$1,927.52

Motion -Richard 2nd - Carl

CITY COUNCIL

Lights will be repaired and light poles will be repainted in the next few weeks.

Lorraine will address the City about non paid assessments.

New Business

Fall Sidewalk Sale Sept 14-17

Hospitality Night Friday December 8th

Richard noted that the repainted recycling cans on the Mall look great but they did not paint "Recycling " on the cans. Lorraine will follow up with Eric at public works to find a solution (decal, stickers...)

Meeting Adjourned @ 8:02

Next Meeting August 14, 2023