

WSMMC Regular Meeting of Trustees Minutes

Monday March 11, 2024 Virtual via Zoom

Call to Order : 7:02

Roll Call: Kim, Richard, Cally, Hilary, Steve, Meghan, Nicole, Carl, Chris, Tom,
George, Paul Dietric, Justin Riggs, Kacie Rattigan

Not in attendance: Lorraine

Minutes: Motion to approve - Hilary, 2nd Cally

Michele Kanopka has resigned from the Board and Nicole DeWald from Tuxedo Pink has accepted the board position. Welcome Nicole.

Treasurer’s Report:

Checks Written-February 2024	
Brick Markers USA (992)	6,866.22
Cape May Herald (993)	465.00
George Swoyer (994)	1,788.00
Ronald Gelzunas (995)	183.00
Seasonal Décor (996)	9,000.00
Seasonal Décor (997)	17,814.93
	2,202.50

February 29, 2024				
2024 Assessments				68,969.18
2024 Assessments collected				
2024 Outstanding Assessments				68,969.18
2024 Memorial Brick Income-Bank				8,607.25
2023 Memorial Brick Income-Bank				18,350.00
2022 Memorial Brick Income-Bank				250.00
Memorial Brick Income-Paypal				92,732.71
Memorial Brick Income-Total				119,939.96

Social Media: Beginning to promote Spring. Dellas has been removed from the website. There are some new businesses on the Mall and they will be added to the website. The Mall is in the running for the “ USA Today Best Mainstreet” and voting has begun today. You may vote once per day. There will be a link to vote on website. The new Spring photo backdrop for the bench at Perry St will be installed by Steve & Pam. The new Spring banners have arrived and Public Works will install on the lamp posts .

2nd tranch of bricks are being engraved and expected delivery is late April - June(8-12 weeks)
There are 49 new orders in for the 3rd tranch . Steve will reach out to Eric Prusinski to figure out what is causing the scratches on the engraved bricks.

Events: Chris - Easter stroll March 31, 2024, Still looking for a judge, drop-off for prize donations will be at Madames Port & Coldwell Banker, Flyers will be handed out to businesses with info. Chris reached out to the City about Earth Day(April 22, 2024) and possibly doing something on the Mall for that day. Tunesday Tuesday - Complaint last year was that the music was a little loud and musicians were playing on each block at the same time which was reverberating. Possible solution would be to stagger the music on each block, Discussion on possibly playing patriotic themed music on Memorial Day and July 4th over speakers on the Mall.

Decor: All trees on Mall have been professionally trimmed, tree lights have been maintained and they will now not be on 24 hours a day. Bistro lights: Holiday Pro Lights Maintenance Program proposal - TWO visits per year @ \$1200.00 per inspection will include - inspect lights, clean out lights, check for corrosion, check connections, replace burnt out bulbs, will replace entire string if needed(we will be billed for parts)

Hilary would like to encumber \$2400.00 for Holiday Pro Lights, Motion to approve - Richard,
2nd - Steve

Spring planting will begin this week. Hilary would like to encumber \$762.50 for lights on transformer boxes Motion to approve Richard, 2nd Steve

Spring banners will be installed before Palm Sunday

Hilary will speak with business owners about cleaning up the sidewalks behind businesses.(Carpenters Lane)

City Manager: Paul Dietrich has noted that Della's has been cited for non-payment of assessments and they have a few weeks to respond and if not they will be issued a ticket for municipal court. The City has hired a Deputy City Manager , Justin Riggs. In reference to Parking and the Park Mobile App, the trend seems to be that people are using the app more than cash and credit card payments. Parking meters are being phased out.

Kacie Rattigan announced that a major feature movie will be partially filmed in Cape May City in May 2024. Film week will be May 12-17(weather permitting) in the area of Perry Street & Beach Ave & 300 block of the Mall. This event will require a Special Event Application/Permit (this will allow the City Manager to waive the noise ordinance)

New Business: Sidewalk Sale dates will be May 18-20, 2024.

Fall Sidewalk Sale September 12-15, 2024

Discussion on a possible future Job Fair on the Mall

Next meeting April 8, 2024

Meeting Adjourned 8:20pm