

WSMMC Regular Meeting of Trustees Minutes

Monday August 8, 2022 Virtual via Zoom

Call to order: 7:02

Present:, Cally, Carl, Cindy, Kim, Richard, Steve, Lorraine, George (not present Bea, Michelle & Hilary)

Approve June minutes Motion - Richard, 2nd -Cally

Treasurers Report: No Report

Advertising: Nothing until September Sidewalk sale

Marketing: Continuing to post regularly on social media and website. Incorporating more REELS on Instagram (1 reel received 16,000 views) Website views up 21% from last month and 12 % of those views are new viewers, 77% of the views are from a mobile phone. Viewers are using Google and QR code to find the website. 14.7K followers on Instagram

Brick Program: 4 x 8 Brick \$250.00 4x8 Brick w/clip art \$275.00 8 x 8 Brick \$475.00
8 x 8 Brick w/clip art \$ 500.00 8 x 8 w/custom logo \$650.00

Paypal account needs to be set up for brick sales

Cally offered to set up the PayPal account and suggested that we set up a new email address just for the Brick Program

Lorraine Baldwin stated that the lights on Carpenter Street have been repaired and are working. Still working on getting the timers on all of the Mall lights to work correctly, preferred running time for string lights would be from 10:00am - 2:00 am

Jitney service is still running, Richard has mentioned that it seems as though some of the Jitneys that he has seen seem empty. Is the word getting out to the public that Cape May offers a free Jitney service? Jitney service is promoted on social media.

Thomas Veitch was nominated as a board member and has accepted.

Richard attended a meeting held by Tom Toland to discuss shoplifting on the mall and about possibly putting up security cameras.

Motion to adjourn: Richard, 2nd Everyone

Next Meeting September 12, 2022