

WSMMC Regular Meeting of Trustees Minutes

Monday March 11, 2022 Virtual via Zoom

Call to Order : 7:15

Roll Call: Kim, Richard, Hilary, Michele, Steve, Lorraine, Cally, Carl, Cindy

Not in attendance : George

Sasha Morjakova has stepped down from the BID Board.

Motion to nominate Jen Negro to replace Sasha Morjakova - Motion-Carl, 2nd Steve

Secretary Report for January Approval - Motion-Hilary, 2nd Richard

Treasurer's Report:

Checks Written February 2022

Check # 896 Seasonal Decor 6,308.40

Capital One Charge 689.21

Zoom Charge 15.98

Smart Sign Charge 673.23

Balance per Books 13,209.96

Committee Reports:

Advertising: "This Week in Cape May" \$1,000.00 Motion to approve Cally , 2nd Kim

"Jazz Festival" advertising \$1,000.00 Motion to approve Hilary, 2nd Cindy

Decision was made not continue with purchase of "Discovery Map"
which was a cost of \$4,000.00 in previous years.

Social Media: Updated website to welcome Spring on the Mall,

George will continue to promote Easter Stroll on

Social Media and Website

QR Sign locations will be shared with the city and waiting on approval
from city to display

May 12-15 Spring Sidewalk Sale September 15-18 Fall Sidewalk Sale

Events: Nominate Michele to be Events Chair - Motion-Steve 2nd-Hilary

Introduction of Kacie Rattigan -She is with the city of Cape May and in charge of all City events

Kacie Rattigan's office is located at Convention Hall.

Discussions of gifts for Easter Stroll

Discussions of categories for Easter Stroll

Easter Bunny at Easter Stroll -

Easter Bunny on the mall on Saturday April 16,2022

Hospitality Night - Voted to do one night only Friday December 9, 2022

Finance: Cally mentioned that we have been audited for 2019 & 2020 and everything was good. Everything is ready for the 2021 audit which will happen soon. Audits are \$4,000.00 each year.

Bid Assessments payments are being received but some are still coming in at the previous assessment rate. Those businesses are being notified about the shortages.

Decor & Maintenance - QR signs to go up on the Mall, just waiting for permission from the City

Requesting to have Mall Lampposts painted - Lorraine Baldwin will pass the request on to City.

Landscaping - new inner pots will be used to make transfer of seasonal plants easier to switch out. All spring planting will be done by April 10, 2022

There was discussion about some of the flower pots around the mall that are missing some outer stone pieces. Michele's husband Tom has offered to fix them.

Pruning of the trees needs to be done every other year and the costs are adding up, Hilary is asking if the city could help with the costs of this maintenance.

Mall merchants would like two recyclable pickups to return from April-October.

City Council Updates - Light reimbursement (has been given to BID), bid expansion, Lorraine will discuss Bid expansion with Chris Gillen-Schwartz

Decisions on BID Expansion - Discussions still ongoing and include - costs of landscaping, possibly incorporating Carpenters Square Mall as one entity, boundaries of the original BID,

Kacie Rattigan has noted that the jitney/trolley service is out for bids, waiting on city to make decision

Brick Program - Carl - Still in the works

Old Business - Decature Street is open, outdoor dining is expired, too many trash cans around mall

Best Streets of Cape May plaque - where do we display awards

Motion to Adjourn: Richard, 2nd ALL

Next Meeting April 11, 2022 - ZOOM