

## **WSMMC Regular Meeting of Trustees Minutes**

**Monday March 10, 2025 Virtual via Zoom**

**CALL TO ORDER:** 7:05

**ROLL CALL:** Kim, Richard, Steve, Meghan, George, Chris, Carl, Tom, Lorraine, Hilary, Justin Riggs, Paul Dietrich  
Not Present Cally, Mary

### **SECRETARY'S REPORT**

- Motion to approve previous meeting minutes by Hilary, seconded by Carl.
- Motion approved.

### **TREASURERS REPORT**

Callie submitted the Treasurer's Reports for January and February. After review, no discrepancies or concerns were noted.

A motion to approve both the January and February Treasurer's Reports was made by Kim and seconded by Carl. See below for Treasurers Report.

### **ADVERTISING**

- Spring Sidewalk Sale: May 15–18, 2025
- Fall Sidewalk Sale: September 11–14, 2025
- Hospitality Night: December 12, 2025
- Motion to approve advertising schedule by Chris, seconded by Tom.
- Motion approved.

### **EVENTS**

- Tunes on Tuesday: Tuesdays from June 24 – August 26, 2025.
- Chris confirmed dates have been emailed to the City.
- Easter Stroll: Sunday, April 20, 2025 at 1:00 PM
  - Donations being accepted for prize giveaways.
  - Kacie Rattigan is seeking volunteers for judging.
  - Flyers are available for distribution to businesses.
  - Holiday Mall Music Proposal:
    - Small group proposed live music on the Mall during holidays/special occasions.
    - Events would be funded through sponsorships.
    - Pam is checking on ASCAP licensing requirements.
  - Featured Fridays:
    - Proposed rotation of one or two stores per block throughout the year for promotional focus.

The city was contacted via email, and Erin provided an updated list of vendor contacts, including email addresses and phone numbers. This update was requested due to a low response rate from vendors during previous outreach efforts. While a high response rate is not expected, only 3–5 vendors responded to the last round of communications.

The updated c

<b>January 31, 2025</b>					
2025 Assessments					71,038.26
2025 Assessments collected					
2025 Outstanding Assessments					71,038.26
2025 Special Assessments					43,500.00
2025 Special Assessments collected					
2025 Outstanding Special Assessments					43,500.00
2025 Memorial Brick Income-Bank					3,412.97
2024 Memorial Brick Income-Bank					151,327.41
2023 Memorial Brick Income-Bank					18,350.00
2022 Memorial Brick Income-Bank					250.00
Memorial Brick Income-Paypal					0.00
<b>Memorial Brick Income-Total</b>					<b>22,012.97</b>

**SOCIAL ME**

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**DECOR & MAINTENANCE**

- Spring Planting:
  - Shrubs and planters to be refreshed with forsythia and early-blooming plants.
  - Easter-themed flowers to follow closer to the holiday.
  - Tree trimming completed by “Top Notch” for \$6,600 (selected over Ken for lower price).
  - Summer Planting Proposal:
    - Ken submitted a \$13,911.44 proposal including bed prep, soil enhancement, summer maintenance, and replanting as needed.
      - Motion to approve by Steve, seconded by Chris.
      - Motion approved.
    - Watering Jitney:
      - Hilary asked Paul to check if the City is acquiring a new watering jitney for hanging planters.
        - Electrical Building Beautification:
          - Ken proposed vine and seasonal flower coverage for electrical buildings in the Mall.
          - Ken will donate flowers and labor; \$2,094 requested for soil and hay racks.
          - Motion to approve expenditure by Steve, seconded by Kim.
          - Motion approved.
        - Appreciation:
          - Thanks to Richard and Hilary for donating flag holders and flags for the “Month of Love.”
        - Additional Note:
          - Unclear if trees on Ocean, Jackson, and Decatur (City-maintained) have been trimmed.
          - Paul (or City representative) asked to verify trimming status.

**Meeting adjourned @ 7:38pm**

**Next Meeting April 14, 2025**

<b>Checks Written-January 2025</b>		
Amanda Meyer (1042)	67.50	
Cape May County Chamber of Commerce (1043)	1,876.25	
Cape May MAC (1044)	425.00	
Chamber of Commerce of Great Cape May (1047)	450.00	2024 Expense
George Swoyer (1048)	1,132.00	

<b>February 28, 2025</b>			
2025 Assessments			71,038.26
2025 Assessments collected			
2025 Outstanding Assessments			71,038.26
2025 Special Assessments			43,500.00
2025 Special Assessments collected			
2025 Outstanding Special Assessments			43,500.00
2025 Memorial Brick Income-Bank		▶	7,679.55
2024 Memorial Brick Income-Bank		▶	151,327.41
2023 Memorial Brick Income-Bank		▶	18,350.00
2022 Memorial Brick Income-Bank		▶	250.00
Memorial Brick Income-Paypal			0.00
<b>Memorial Brick Income-Total</b>			<b>169,927.41</b>

<b>Checks Written-February 2025</b>		
George Swoyer (1049)		902.62
Holiday Outdoor Décor (1050)		495.67
Seasonal Décor (1051)		8,000.00