

WSMMC Regular Meeting of Trustees Minutes

December 11, 2023 Virtual via Zoom

Call to Order : 7:03

Roll Call: Kim, Richard, Hilary, Michele, Meghan, Steve, Chris, George

Not in attendance: Tom, Carl, Lorraine

November Minutes: Approved pending correction to treasurer's report.

Motion: Steve, 2nd Cally

Treasurer's Report: Motion to approve Steve, 2nd Chris

Checks Written-November 2023	
Amanda Meyer (977)	67.50
George Swoyer (978)	976.00
Cape May County Chamber of Commerce (979)	415.00
Chamber of Commerce of Greater Cape May (980)	450.00
Seasonal Décor (981)	6,254.75
Captial One ACH (Holiday Décor Inv 10657)	573.73
Cash Withdrawal-Tuesday Entertainment	1,475.00

Budget:

Washington Street Mall Management Company Proposed Budget 2024		
REVENUE		
Assessments (2024)		\$ 68,969.21
Brick Income		\$ 92,303.42
Surplus to be used in 2024		\$ -
	100%	\$ 161,272.63
Administrative & Professional		
PO Box, Stationary, Bank Fees, Stamps	6.20%	\$ 10,000.00
Insurance, Bookkeeper, Audit & Legal Fees		
Memberships		
MAC, CM Chamber	0.62%	\$ 1,000.00
Mall Enhancement Projects		
Tree Trimming, Lighting on Trees, Drip Irrigation	12.40%	\$ 20,000.00
Décor & Maintenance		
Spring, Summer, Fall, & Holiday Décor in planter boxes and baskets on Carpenters Lane, Washinton St, Lyle Lane, & Liberty Way	30.38%	\$ 49,000.00
Memorial Brick Program		
Management, Production, Insallation Expenses	10%	\$ 16,000.00
Advertising		
MAC, Vacation Time, Herald, County Travel Guide	4.34%	\$ 7,000.00
Events		
	8%	\$ 13,000.00
Website & Social Media		
Domain & Hosting, Instagram, Facebook	4.96%	\$ 8,000.00
Provision for Uncollected Assessments		
	1.24%	\$ 2,000.00
Miscellaneous		
	0.62%	\$ 1,000.00
Future Capital		
to fund Improvements to the Mall	21.25%	\$ 34,272.63
	100%	\$ 161,272.63

Chair
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Report: Richard thanks Cally for presenting budget to City Council.

Thanks to Michael Voll For all of his help to Board. He will be leaving his position as of 1, 2024.

Planter box lights and tree lights will be replaced. Estimate will be presented next month.

Social Media / Website: Continuing to push holiday shopping, and music will be on the next three Saturdays. Over the past month our Facebook page has reached 231.2 thousand different Facebook accounts, and from that we have had 10.8 thousand people interact with all the posts which include, likes, shares, comments.... Instagram reached 21.2 thousand new accounts and the Website had 16.2 thousand site visits. 89 % of the visitors last month were new visitors. Photo op Banners are up at the end of the Mall (Perry St)

Events: Santa strolled on Hospitality Night and Small Business Saturday raised \$1,001.00 Michele met with the president of the Food Closet and will present a check to them soon.

Brick Program: We currently have 226 orders. George will place the order with the new engraver when the new order system is updated. (by the end of this week) The new payment system will allow payments and orders to be made thru the website.

New Business: Zoom BID Meeting Dates for 2024

January 8, 2024 - **CANCELLED**

February 12, 2024

March 11, 2024

April 8, 2024

May 13, 2024

June 10, 2024

July 8, 2024

August 12, 2024

September 9, 2024

October 14, 2024 (Columbus Day)

November 11, 2024 (Veterans Day)

December 9, 2024

Approvals made by email in January 2024

\$17,864.93 New lights on tress and in planter boxes

\$6,866.22 Bricks for our brick program

\$1,777.50 Cape May County Vacation Guide

\$425.00 Mac Travel Guide

Motion to Adjourn: Richard, 2nd Kim