

**WSMMC Regular Meeting of Trustees Minutes
Monday September 12, 2022 Virtual via Zoom**

Call to order:

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

Motion to approve August Minutes : Richard, 2nd: Cindy, Bea abstains

Treasurers Report: June, July & August were sent out

Bank Balance: 40,992.00

Deposits: 3500.20

Balance per books: 43, 964.00

Committee Reports: Ad for the sidewalk sale will be in the CMC Herald on.....

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Marketing & Social Media: Promoting the sidewalk sale. Sidewalk sale info was sent to Kacie at the City and Doreen at the Chamber for them to share on their Facebook pages. Will start adding Fall pictures on website.

Analytics from website: In the last month there were over 16,000 visits to the website and 12,000 of those were new visitors

George and Richard will start working on a new ad for the County Chamber of Commerce Visitors Guide.

George and Carl worked together to get the website set up for the Brick Program. Also, a new email was set up specifically for the Brick Program Sales.

Events: Meeting will be called with committee in the future to discuss upcoming Fall & Holiday events.

Decor & Maintenance: New "pot in pot" seems to be working great with the switchover of flowers.

Hilary would like to encumber 4,475.55 for Fall Decor: Motion: Richard 2nd: Bea

Hilary would like to encumber 10,800.00 for Holiday Decor: Motion: Richard 2nd: Bea
Discussion of future Maintenance expenses which include trimming of trees and bushes and the possibility of the City helping with those expenses.

Discussion on purchasing new Banners for the mall.

Pam informed the board that the bylaws state (Article 8, pg.12, Item 8.02 para A) the Fiscal year of this district shall be the calendar year.

Timers that control the string lights on the mall are still not working correctly.

Lorraine has noted that on Carpenters Lane(one string), and in front of Beef Jerky the string lights are not on. Draper Lane also has some tree lights out.

Lorraine will send an email to the city requesting the String/Bistro lights be on from 10am - 2am

The tree lights should also be on from 10 am - 2 am.

Hilary mentioned that there was a complaint about the Flag pole light not being on. Lorraine will mention this to the City.

Hilary mentioned that the Mall was cleaner this year. Thomas Veitch mentioned that Draper Lane is very messy and the city barely cleans it. Beef Jerky and Beachlove clean it themselves and feel that the city ignores this area.

Hilary would like to revisit the rules and regulations for recycling due to the fact that some stores are putting out recycling bins early on Sunday morning for a Monday morning pickup and it looks very messy.

Lorraine spoke with Mike Voll about the Moveable LED Parking sign on Lafayette Street it will be addressed next summer.

Carl reviewed the website and email for Brick Program and worked out kinks to get started with sales.

Brick Company has an 8 week lead time to produce bricks after orders received.

Looking at a possible April 2023 and October 2023 placement of Bricks if sales are started soon.(as soon as website is totally complete)

The only issue with the orders of bricks on the website is that the order will go through and the customer will get a confirmation without payment. The payment needs to go through PayPal and then we will have to compare the bank statement to the order forms. When we have our total of 200 bricks(we are selling bricks in 200 increments) and all payments are confirmed, the order will be sent to the company to make all 200 bricks.

George will create a QR code that will open link to Brick Program sales.

Discussion about Oktoberfest and what streets are closed

Discussion about Trick or Treat on the Mall, decision was not to advertise for Trick or Treating on the Mall but some businesses will still offer candy if they have trick or treaters.

Discussion about Board of Trustees nominations. Secretary(Kim Gagliardi) and Council(Lorraine Baldwin) will email all BID members for nominations to fill 3 Board positions. Position 1 - Board Member/property owner, Position 2 - Board Member/property owner, Position 3 - Board Member property renter.

Nominations are to go out and be returned during the month of October and at the November meeting we are to have our new board members.

Dogs on the Mall is an issue and the Mall cannot regulate this the City need to address this . Police say it is not enforceable. Richard will continue to answer emails pertaining to dogs on the mall relaying that dogs are not allowed on the mall.

Next meeting is October 3, 2022

Carl - motion to adjourn, 2nd - Richard