

WSMMC Regular Meeting of Trustees Minutes

Monday November 10, 2025 Virtual via Zoom

Call to Order : 7:02

Roll Call: Kim, Richard, Steve, Cally, Meghan, Carl, Tom,
George, Dylan Gorman, Jenna Pritchard, Justin Riggs
Not Present: Mary

Secretary's Report: Motion to approve: Richard, 2nd Carl

- Dylan Gorman and Jenna Pritchard were welcomed as new board members following the recent election.

Social Media and Website

George Sawyer provided updates on social media activities and website management.

- **George:** Reported on holiday season content, including reels and posts, with an upcoming holiday events post planned for the week.
- Mentioned the Pickle Store as a new business on the mall that has been added to the directory and map.
- George raised a question about a request from the Pickle Store to pay \$150 to boost their welcome post on social media.
- **Dylan:** Asked whether the mall would benefit financially from the boosted post or if the store was just leveraging the mall's social media presence.
- **Carl:** Suggested monetizing the opportunity since the mall's established social media presence adds value.
- **Cally:** As treasurer, recommended that if they proceed, George should pay for the boost and be reimbursed.
- **Conclusion**
 - George will develop a package for boosted posts that includes fees for both the mall and his time, then present it to the board.
 - This could become a new revenue stream for the mall while helping businesses gain exposure.

BRICK Program Update

George provided an update on the brick installation program.

- **Details**
 - **George:** Reported that the fourth round of bricks is expected to be delivered in December with installation planned for January. He proposed installing the next round between Bath Time and Whale's Tale.

- **Steve** mentioned that Hillary and Pam suggested eventually installing bricks by the photo op area.
- **George** noted there are about 180 orders for the fifth round, with orders being accepted through the end of the year.
- **Cally**: Asked about selling out of bricks.
- **Carl**: Emphasized there was never a cap on brick sales.
- **Conclusion**
 - The brick program continues to be successful with consistent orders.
 - Future installation locations include the area between Bath Time and Whale's Tale, and eventually the photo op area.

Decor and Maintenance

Pam provided updates on holiday decorations and mall maintenance.

- **Details**
 - **Pam** reported that holiday decor installation is beginning this week with trees being installed and fall decor being removed. The landscaper is working with an animal sanctuary to dispose of fall decor instead of the city handling it.
 - **Pam** stated that all decorations should be completed by Thanksgiving. The photo op booth at the end of Perry Street has been removed and the city is building a new planter box there.
 - **Paul**: Confirmed the brick planter will be built before the holidays.
- **Conclusion**
 - Holiday decorations will be installed on schedule, with completion by Thanksgiving.
 - A new planter box is being built at the Perry Street end of the mall, which will include a new sign by early spring.
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Events Hospitality Night December 12th; Carolers from 6:30 - 8:30

Treasurer's Report

Cally presented the financial status of the mall.

- **Details**
 - **Cally**: Reported that all assessments have been paid, with the mall actually being overpaid due to a new store's payment.
 - **Cally**: Mentioned that the CD rolled over at 2.5% for 6 months with unpublished rates from Sturdy Bank.
 - **Cally**: Discussed the need to issue a \$44,000 check to the city for the security camera project.
- **Conclusion**
 - The mall's finances are in good order with all assessments paid.
 - The second payment to Creative Garden Services will be released after Thanksgiving if all work is completed.

- A regular check will be issued to the city for the security camera project.

Election of Officers

The board elected officers for all committees.

- **Details**
 - **Carl:** Nominated Steve to remain as Chairman, seconded by Cally.
 - **Richard:** Nominated Kim as Secretary, seconded by Steve.
 - **Richard:** Nominated Cally to continue as Treasurer, seconded by an unidentified board member.
 - **Richard:** Agreed to continue as Advertising chair.
 - **Richard:** Suggested Dylan co-chair Social Media with George.
 - **iPhone (Steve):** Asked Jenna to chair the Events Committee, which she accepted.
 - **Richard:** Nominated Steve for Landscape and Decor Committee, which he accepted.
- **Conclusion**
 - All officer positions were filled with Steve as Chairman, Kim as Secretary, Cally as Treasurer, Richard as Advertising chair, Dylan co-chairing Social Media with George, Jenna as Events Committee chair, and Steve as Landscape and Decor Committee chair.

2026 Budget Discussion

Cally initiated discussion about the upcoming budget preparation.

- **Details**
 - **Cally:** Stated that the preliminary budget needs to be presented at the first council meeting in December.
 - **Cally:** Requested committee chairs to submit their budget requests by November 18th.
 - **Carl:** Asked for an accounting of the brick money and suggested creating escrows for future projects.
- **Conclusion**
 - Committee chairs will submit budget requests by November 18th.
 - Cally will prepare the preliminary budget for presentation in early December.
 - A discussion about the brick money and future project planning will be scheduled.
- **Committee Chairs**
 - Submit budget requests for 2026 to Cally by November 18th.
- **Steve/Pam**
 - Monitor holiday decoration installation to ensure completion by Thanksgiving.
 - Release the second payment to Creative Garden Services after Thanksgiving if work is completed.
- **Paul**

- Meet with Steve at the end of the week to discuss the new sign for the Perry Street location.
- Ensure completion of the brick planter before the holidays.
- **Jenna**
 - Begin planning for Events Committee activities as the new chair.

Meeting Adjourned @ 7:40 pm Next Meeting December 8, 2025

Checks Written-October 2025	
Capital One ACH 10/14/2025	37.50
Amanda Meyer (1074)	387.50
Cape May Herald (1075)	465.00
Creative Garden Services LLC (1076)	3,731.58
George Swoyer (1077)	789.00
Creative Garden Services LLC (1078)	10,126.87

October 31, 2025				
2025 Assessments				71,038.26
2025 Assessments collected			■	-71,999.70
2025 Outstanding Assessments				-961.44
2025 Special Assessments				43,500.00
2025 Special Assessments collected			■	-44,000.00
2025 Outstanding Special Assessments				-500.00
2025 Memorial Brick Income-Bank			■	54,546.88
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				1,224.41
Memorial Brick Income-Total				171,151.82

CASH FLOW			
Sturdy-Operating			
Beginning Balance per Bank		■	69,937.49
Plus Deposits			2,952.10
Plus Interest			0.55
Less Checks Paid			-15,149.95
Ending Bank Balance			57,740.19
Less Checks Out			-922.41
Plus Deposits in transit			
Balance per Books			56,817.78
Sturdy-Receiving			
Beginning Balance per Bank		■	206,596.06
Plus Deposits			7,944.84
Plus Interest			12.51
Less Checks Paid			
Ending Bank Balance			214,553.41
Sturdy-CD			
Beginning Balance per Bank		■	52,775.28
Plus Deposits			
Plus Interest			
Ending Bank Balance			52,775.28
Paypal			
Paypal-Beginning Balance		■	1,610.32
Payments Received			1,275.00
Withdrawals			-1,851.10
Fees			-50.59
Chargeback			
Paypal Ending Balance			983.63