

| July 31, 2024 | | | |
|------------------------------------|--|--|-------------------|
| 2024 Assessments | | | 68,969.18 |
| 2024 Assessments collected | | | -53,462.79 |
| 2024 Outstanding Assessments | | | 15,506.39 |
| 2024 Memorial Brick Income-Bank | | | 111,715.32 |
| 2023 Memorial Brick Income-Bank | | | 18,350.00 |
| 2022 Memorial Brick Income-Bank | | | 250.00 |
| Memorial Brick Income-Paypal | | | 1,517.57 |
| Memorial Brick Income-Total | | | 131,832.89 |

| 2024 | | |
|---------------------------------|------------------------------------|-------------------|
| | 2024 Assesments | 68,969.18 |
| | Brick Income | 113,163.49 |
| | | 182,132.67 |
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| | 2023 Assessments outstanding | 1,472.90 |
| | 2023 Assessments collected in 2024 | 1,472.90 |
| | 2023 Remaining Assessments Due | 0.00 |
| Checks Written-July 2024 | | |
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| | Withdrawl-Tuesday Musicians | 5,150.00 |

Finance Report:

There are 13 businesses that have not paid their assessments. They have been notified with initial letters from code enforcement. This is the first letter of three before the city will issue a summons. Richard suggested that we discuss some kind of penalty for businesses that don't pay on time. Cally knows of an ordinance within the city but she isn't sure if it would apply to the Mall businesses.

On another note, Cally suggested that we think about a subscription program called PLACER.AI that tracks data from cell phones, tells where people area and how much time they spend in a certain place, how much money they are spending and ties into credit card data. We are spending \$10,000.00 on Tuesday Tuesday this

year and we don't have any real data to show if this is actually helping businesses.

Social Media: Continuing normal social media activities, highlighting summertime at the Mall, by August George will start to transition to some Fall blog posts. Next week is the first social media post for Fall Sidewalk Sale and that has been posted on the website. Kacie and the Chamber have been sent this information and they post it on their websites. George added that in June Adam Joseph from 6 ABC contacted him and did some live weather broadcasts from a few different businesses on the Mall. George has also been working on Tuesday Tuesday sponsorship signs. The signs are now displayed in the planter boxes.

Brick Program: George is reporting that we are now starting our third traunch and we have about 175 orders placed for that. George has met with the new brick vendor and has informed Steve, Richard, and Carl of the new install method. The vendor will do a test engraving of about 20 bricks to ensure that we approve of the quality. The third traunch will begin on Draper Walk, following the same pattern as Hill Walk. The engraving is \$35.00 per 4x8 brick. The new vendor is having a problem finding the 8x8 bricks, so George is ordering a sample 8x8 from a company in PA to make sure they are the same quality and color of the 4x8 bricks. If it is a problem with the 8x8 bricks we may have to discontinue them and only offer 4x8 bricks. Out of the 175 orders we have now, about 35% of them are 8x8 bricks. George is also handling with the city the 3 parking spots that the vendor will need to occupy while working on the Bricks.

Events:

Chris suggested that the Mall hire 3 people, one on each block, to hand out candy to any kids trick-or-treating on the mall on the day of the Halloween Parade. We wouldn't advertise heavily about this. Tuesday Tuesday is going well. Richard had a complaint about the bass being a little loud. Chris suggested looking into purchasing a speaker system for the Mall to have music during holidays, etc. Chris has reached out to the company that did the City's speakers and received a quote of

about \$90,000.00. Comparing this to what the Mall spends on
Tuesday Tuesday which is \$10,000.00 per year. The
speaker system has a 15 year warranty so in 15 years we
will have spent \$150,000.00. This discussion will continue
at a future date.

Chris also mentioned that he spoke with Paul Dietrich and Dekon Fashaw
and the City is currently underway in getting bids and installing
security cameras in several areas of the city. The City may
propose a plan where the Mall businesses will be asked to
contribute to the cost of the Camera System.

Halloween - The Mall will be having the Scarecrow Contest again this year
during the month of October.

Cally mentioned that Congress Hall and Cape Resorts are trying to
organize a town wide event for the month of February. This event
will hopefully boost local tourism and increase foot traffic for
businesses during this quieter time of year. They would like
the Mall Merchants to participate by decorating their store
windows with co-ordinating chosen colors(Pink), and possibly
change the Bistro lights to pink. There will also be events tied
in, one including a party at Congress Hall.

Decor: Hilary is not present and Steve is presenting Hilary's notes. Hilary would
like to encumber \$6,388.00 for the Fall budget, Motion - Cally,

2nd Steve

The Fall budget is about the same as last year and the way the merchants
can enhance Fall Decor is by getting more stores involved
in the Scarecrow Contest.

Pam mentioned that there is a new person from the city that is doing the
watering of flowers. He is missing some of the flowers and Hilary
offered to walk with him to show him exactly what needs
to be done.

City Council: Lorraine will follow up on assessment fee fines.

New Business: Hospitality night date finalized - Friday December 13, 2024
Richard pointed out that the webcam on Henry's building is no longer
functioning. The link on the Mall Website is not working due to
the camera outage. Richard suggests we take the link off of
the Mall website.

George confirmed Fall Sidewalk Sale - September 12-15, 2024.

Next Meeting September 9, 2024
Motion to Adjourn: 7:55pm