

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

**Monday April 14, 2025 Virtual via Zoom**

**Call to order:** 7:01

**Roll Call:** Kim, Richard, Steve, Cally, Chris, Carl, Hilary, Mary, Meghan, Justin Riggs, Lorraine Baldwin

Not Present - George, Thomas

### **SECRETARY'S REPORT**

Motion to approve minutes - There is one correction to be made to minutes - Hospitality Night is scheduled to take place in December not September.

### **TREASURERS REPORT**

- Assessment invoices were mailed at the end of February.

A few discrepancies have been identified on the assessment sheet. Coordination is underway with Licensing to establish a backup system to reference in cases where businesses are missed or miscoded.

- Payments began to be received in March.
- Over \$23,000 has been collected in regular assessments to date.
- Just under \$14,000 has been collected from the special assessment.
- The BID'S CD is set to mature at the beginning of May.
- Current renewal rates are typically not available until the Monday of the renewal week.
- A decision was made to roll over the CD upon maturity
- The CD has earned approximately \$2,000 in interest over the 13-month term.
- The original investment amount was \$50,000.

See Below

### **CHAIR REPORT:**

Bus Schedule was sent out to businesses

Cameras on the Mall are up and running

City Council Meeting May 20, 2025 demonstrations of cameras

- A request was made to encumber \$1,000 for a full year of advertising in This Week in Cape May magazine.
- Motion: Cally
- Second: Steve
- Approved

### **SOCIAL MEDIA / WEBSITE**

George not present

### **EVENTS**

Chris distributed flyers for Easter Stroll donations

Accepting any type of donation for different age categories ranging from baby to adult

ASCAP agreement was received by Pam

- ASCAP, the American Society of Composers, Authors, and Publishers, is an organization that protects the rights of artists by ensuring they are compensated when their music is played publicly.
- The cost of an ASCAP license is \$58 per day.
- Based on the planned schedule, 10 days would be required for Tunes on Tuesday, with an estimated total of 14 to 15 days to also cover potential events during the shoulder season and holiday weekends.
- The total cost for 15 days of coverage would be \$870.
- A request was made to encumber \$870 for the ASCAP licensing agreement for the upcoming year.

Motion: Richard

Second: Kim

- Approved
- Preparation will begin on the updated tri-folds and sponsorship materials to be sent to potential sponsors, with priority given to those who sponsored last year.

## **DECOR & MAINTENANCE**

- Preparations are underway for the second phase of spring planting. Tulips and other spring-themed plants are scheduled to be installed in the week leading up to Easter.
- Spring banners and decorative flags were placed in some of the planters.
- It was noted that there is a dead tree near Della's that has remained unaddressed for several years. Responsibility for trees on the side streets falls to the City, while the BID maintains those on the Mall. Justin will address the tree with the City.

## **CITY MANAGER/COUNCIL REPORT**

- Justin expressed appreciation for the continued support of the camera initiative. He noted that further details will be finalized, and offered to follow up with the Chief if needed. He stated that the cameras will be a valuable addition to the Mall

Lorraine noted that a City Council meeting is scheduled for tomorrow night, April 15, 2025, and will include discussion regarding recycling.

## **NEW BUSINESS**

- Kacie has informed the board that the monument located next to the beef jerky shop in the walkway, is being updated by the City, as no Citizenship Award recipients have been designated since COVID.
- The Mayor has now established recipients for the years 2021, 2022, 2023, and 2024.

- A ceremony to induct the recipients will be hosted on May 15, 2025 at 5:00 p.m.

Meeting Adjourned 7:40pm

<b>March 31, 2025</b>			
2025 Assessments			71,038.26
2025 Assessments collected			-23,318.80
2025 Outstanding Assessments			47,719.46
2025 Special Assessments			43,500.00
2025 Special Assessments collected			-13,998.00
2025 Outstanding Special Assessments			29,502.00
2025 Memorial Brick Income-Bank		▶	10,191.46
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			1,276.29
<b>Memorial Brick Income-Total</b>			<b>171,203.70</b>

<b>Checks Written-March 2025</b>			
Amanda Meyer (1052)		264.35	
George Swoyer (1053)		761.00	
CapitalOne ACH		170.49	Zoom

2025 Assesements	\$71,038.26
2025 Special Assessments	\$43,500.00
Brick Income	\$193,933.07
Surplus	\$10,000.00
	<b>\$318,471.33</b>