

WSMMC Regular Meeting of Trustees Minutes

Monday June 9, 2025 Virtual via Zoom

Call to order: 7:04

Roll Call: Richard, Steve, Cally, Chris, Meghan, Thomas, Mary, George, Justin Riggs, Lorraine
Not present: Hilary, Carl

SECRETARY'S REPORT

Motion to approve minutes - Richard, 2nd Steve

TREASURERS REPORT

Assessment Payments Update:

An assessment review showed that as of the end of May, seven businesses had not yet submitted payment. Outreach was initiated to several contacts, and it was confirmed that the City's Licensing Department had already reached out to the outstanding businesses. As a result, several businesses have submitted their checks within the past 10 days.

Motion to approve Thomas, 2nd Richard

See Attached

CHAIR REPORT

Chair Report:

Work is still in progress with Chief Fashaw to obtain a live camera feed for the mall's website. He indicated that it should be ready soon. Once available, he will reach out to George to upload the feed, allowing the mall's live camera view to be restored on the website.

SOCIAL MEDIA / WEBSITE

Regular activities have continued, with a focus on promoting summer visits. Memorial Day weekend was a key push, and ongoing summer promotions are now being rolled out. Upcoming events include two Saturdays in June featuring live music, as well as the launch of Tunesday Tuesdays, which begin at the end of June and will run weekly throughout the summer. These events will be promoted on our platforms and shared with the City and Chamber for additional exposure.

New businesses have been added to the website, and each has been introduced on social media. In-person visits have been made to all new businesses, and photos are being collected and shared. The only remaining business to be featured is Henry's and Harry's—a recent ownership transition from Henry's. That post is scheduled to go out this week or next.

Brick Sales Update:

A total of 226 bricks have been sold to date. Orders will continue to be accepted through June 30th for this round of installations.

EVENTS

Tuesday Tuesday's Sponsorship Update:

Crest Savings Bank has confirmed a \$500 sponsorship for Tuesday Tuesday's and noted that their check may arrive after the deadline. Flyers were mailed to all businesses on our mailing list, and several were hand-delivered to last year's sponsors. Efforts are being made to reuse existing advertising banners, but new ones may be needed if the originals can't be located.

Special care was taken to ensure Tisha's received a flyer this year, as they were accidentally omitted last year. A flyer was also delivered to Cape Resorts, a previous sponsor. A full list of last year's sponsors was obtained from Pam, and outreach is underway to follow up with any who have not yet responded. The sponsorship deadline is Saturday, June 14th, and phone calls will be made on Friday to follow up with remaining contacts.

DECOR & MAINTENANCE

Landscape & Décor Update:

Hillary was not present at tonight's meeting. She has asked that it be shared with the Board that she has not resigned, but she is currently dealing with medical issues. As a result, she will not be involved in the Events Committee or Landscape & Décor for the remainder of the season. She has requested that I step in temporarily to manage these responsibilities.

After a phone meeting with Ken, our landscaper, I've learned that he has been paid in full for all services through the fall, including the installation of new haystack baskets and flowers for the three electrical boxes. However, Ken is approximately one month behind schedule. Some planters on lamp posts on Lyle Lane remain unplanted. Following our discussion, he assured me that all work scheduled to be completed by June 1st will be finished by June 30th. I will continue to follow up and ensure that these commitments are met.

A more pressing issue is the **watering of the plants**. Historically, this has always been handled by the City of Cape May's Public Works Department. The Mall merchants have **never** been responsible for the cost of watering. This year, however, no seasonal employee has been hired by the City to perform this task. Eric from Public Works confirmed that they are **critically short-staffed** and have **no available personnel** to handle plant watering.

In the meantime, Ken's landscaping crew has been watering the plants to prevent them from dying. He emphasized that if the plants die due to lack of proper care, he is **not** responsible unless they were properly watered. If they are not maintained and subsequently die, the cost of replacement would fall on the Mall.

To address this, I asked Ken for an estimate to continue watering. He quoted **\$7,000 for approximately 15 weeks**, assuming an average of five days per week, depending on weather. While Ken is willing to provide the service, I believe this cost **should be covered by the City**, not the Mall, as has always been the precedent.

I am requesting input from the Board on how to proceed with this issue. The situation is urgent, as watering must be addressed to preserve our significant investment in the Mall's landscaping.

Justin will follow up with City Manager Paul Dietrich and Eric. He requested that the proposal be sent to him so he can initiate the discussion.

Banners will be installed by the end of the week.

CITY MANAGER/COUNCIL REPORT

Lorraine requested a follow-up on the recycling initiative, inquiring about its current progress. It was noted that, at this point, things are going well.

Justin was asked if there was any update on the fountain in the 400 block from the last meeting. A part had been ordered, but there was an issue obtaining it. Justin coordinated with Public Works and the Finance Department to help resolve the issue. The part, which is coming from Colorado, has an estimated lead time of 6 to 8 weeks.

Adjourned: 7:35

Next meeting: August 11, 2025

Treasurers Report

Checks Written-May 2025		
Cape May Herald (1061)	465.00	
Creative Garden Services (1062)	4,820.67	
George Swroyer (1063)	740.00	
CapitalOne ACH	12.00	Square Space

	2025	
	2025 Assessments	\$71,038.26
	2025 Special Assessments	\$43,500.00
	Brick Income	\$193,933.07
	Surplus	\$10,000.00
		\$318,471.33
2024 Assessments outstanding		933.59
2024 Assessments collected in 2024		933.59
2024 Remaining Assessments Due		0.00