

WSMMC Regular Meeting of Trustees Minutes

Monday June 13, 2022 Virtual via Zoom

Call to order: 7:02

Present: Richard, Cally, Cindy, Kim, Michele, Carl, Bea, Steve,

Approve May minutes Motion - Richard, 2nd -Carl
Bea & Cally abstained (not present at May meeting)

Treasurers Report:

Reminders to be sent out to stores for WSMMC Fee to be paid.

Checks Written:

906 Amanda Meyer	67.50
907 George Swoyer	650.00
908 Seasonal Decor	4644.93
909 Seawave Corp	465.00
910 Seasonal Decor	5818.53
Return Deposit	18.00

Motion to approve Cally 2nd - Richard,

Chair Report

Steve spoke with Eric at public works about lights in front of Dellas not working - GFI's have been replaced twice, He will look into the pole to see what the issue is

Recycling will only be once a week not twice as previously mentioned by Mike Voll

Jen Negro from Tisha's resigned from BID
We are looking for another board member

Discussion of giving out a welcome packet to new BID members. Cindy has a copy of an old welcome letter to new members and we will use that as our starting point for putting this in with mercantile license

Advertising

Social Media/website

Adding new businesses to the website directory, The new digital map was added to each business page

Website: Views up 26% over last month, 93% of those views are new viewers, 72% of those views are from a mobile phone, also a big jump in direct URL traffic which means that people are scanning the QR code to get to the website.

The Jitney is now operating and info is on the FAQ page

EVENTS

no events at this time

Motion to encumber \$800 for new Light post planter liner baskets - Motion -Richard
2nd - Bea

Carl & Lorraine walked the mall and discussed location of Bricks for Brick Program.

Cost of bricks discussed

Lorraine has been in contact with the city solicitor and he doesn't see a problem with fundraising for the mall although City Council will ultimately retain the authority for approval of said fundraising event.

Brick Program will be presented to City Council for approval, 200 bricks to start , our cost per brick will be \$18.00, we will sell bricks for possibly \$200.00 per brick, there will be additional costs for installation of bricks

Discussion on if the bricks will have an expiration, when the brick becomes illegible it will be removed.

Committee for Brick Program: Pam, Carl, Cindy, Hilary, Tom

No July Meeting.

Motion to adjourn: Carl, 2nd Richard

Next meeting August 8, 2022