

WSMMC Regular Meeting of Trustees Minutes

Monday January 13, 2025 Virtual via Zoom

Call to Order: 7:04

Roll Call: Justin Riggs, Paul Dietrich, Kim, Steve, Cally, Meghan, Richard, Carl, Chris, Hilary, Tom, Mary, George, Lorraine

Secretary's Report: Motion to approve Cally, 2nd Chris

Treasurers Report: (is attached on page 3) Cally is showing \$1,200.00 of assessments outstanding and the City is showing on the assessment sheet that all are fully paid. Amanda did a full reconciliation of the assessments versus the deposits and found that in April the amount deposited was the difference, but there is still a \$300.00 discrepancy.

Motion to approve Richard, 2nd Steve

Chair Report: Advertising.....Richard would like to encumber \$1,876.25 for Cape May County Chamber of Commerce Travel Guide Motion to approve Cally, 2nd Chris
Richard would also like to encumber \$425.00 for MAC Travel Guide 2025
Motion to approve Chris, 2nd Steve

Events: Cape Resorts is putting together of free directory of businesses that will be open in February (The month of Love). Chris will work on getting dates together for Tunesday Tuesday and Sidewalk Sales

Decor: Christmas Decor was removed today. The little trees will stay in the boxes with the lights through Valentine's day. They will be removed when the spring flowers are ready to be planted. For the month of February, George designed 6 new banners to put around the Mall, and small garden flags to go in the boxes with the other hearts that were purchased last year Banners and flags will go up the 1st week of February.

Hilary would like to encumber \$698.00 for the Valentine's month of love banners, which will include a photo banner that will go where the Bench is at Perry Street

Motion to approve Richard, 2nd Cally

Hilary would like to encumber \$10,300.00 to have trees on the mall trimmed

Motion to approve Chris, 2nd Richard

The crepe myrtles are a separate deal. The price to trim them will be \$990. They do not need to be done right now.

Cape May City Manager: The BID needs to submit the budget to City Council for approval. Cally is scheduled to meet with City Council on February 22, 2025. The \$500.00 Special Assessment for the Security Cameras will be added to 2025's Assessment Bill. Cameras should be up and running by summer. The cost for the new trash cans will be \$163,000.00 (60 cans). Paul suggested that the mall merchants contribute to the cost of the trash cans in 2026 by means of Special Assessment.

The City will be meeting about the recycling ordinance in February.

Social Media: Continuing to collect orders for bricks

For WashingtonStreetMall.com there were 76,000 page views in November & December. 92% of them were first time visits. 47% of the visits came from Google. This is an increase from last year. The top visits were from Philadelphia Metro area, New York City area, North Jersey, South Jersey, Cherry Hill, Mount Laurel, and Washington DC area .

Looking at social media, Facebook, had over 854,000 views of the content that was posted in November and December, and we reached over 328,000 different accounts.

Instagram had over 198,000 views of the content.

The website will be updated with new businesses.

Meeting Adjourned: 7:32

Next Meeting March 10, 2025

Treasurers Report

November 30, 2024				
2024 Assessments				68,969.18
2024 Assessments collected			▶	-67,685.50
2024 Outstanding Assessments				1,283.68
2024 Memorial Brick Income-Bank			▶	133,552.03
2023 Memorial Brick Income-Bank			▶	18,350.00
2022 Memorial Brick Income-Bank			▶	250.00
Memorial Brick Income-Paypal				2,360.54
Memorial Brick Income-Total				154,512.57

2024		
2024 Assessments		68,969.18
Brick Income		113,163.49
		182,132.67
2023 Assessments outstanding		1,472.90
2023 Assessments collected in 2024		1,472.90
2023 Remaining Assessments Due		0.00

Checks Written-November 2024		
George Swoyer (1024)		782.00
Middle Twp HS French Club (1025)		500.00
Olde Towne Carolers LLC (1026)		1,185.00
Pam Smarro (1027)		962.80
Tomlin Funeral Supply (1028)		350.00
Brick Markers USA (1029)		6,491.15

December 31, 2024				
2024 Assessments				68,969.18
2024 Assessments collected			▶	-67,685.50
2024 Outstanding Assessments				1,283.68
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				4,888.49
Memorial Brick Income-Total				174,815.90

Checks Written-December 2024		
George Swoyer (1033)		922.00
Seasonal Décor (1034)		1,950.00
Amanda Meyer (1035)		180.00
Ronald Gelzunas (1036)		183.00