**WSMMC Regular Meeting of Trustees Minutes**

**Monday March 11, 2022 Virtual via Zoom**

**Call to Order :** 7:15

**Roll Call:** Kim, Richard, Hilary, Michele, Steve, Lorraine, Cally, Carl, Cindy

 Not in attendance : George

Sasha Morjakova has stepped down from the BID Board.

Motion to nominate Jen Negro to replace Sasha Morjakova - Motion-Carl, 2nd Steve

**Secretary Report for January Approval** - Motion-Hilary, 2nd Richard

**Treasurer’s Report:**

 Checks Written February 2022

 Check # 896 Seasonal Decor 6,308.40

 Capital One Charge 689.21

 Zoom Charge 15.98

 Smart Sign Charge 673.23

 **Balance per Books 13,209.96**

**Committee Reports:**

 **Advertising:** “This Week in Cape May” $1,000.00 Motion to approve Cally , 2nd Kim

 “Jazz Festival” advertising $1,000.00 Motion to approve Hilary, 2nd Cindy

 Decision was made not continue with purchase of “Discovery Map” which was a cost of $4,000.00 in previous years.

 Social Media: Updated website to welcome Spring on the Mall,

 George will continue to promote Easter Stroll on

 Social Media and Website

 QR Sign locations will be shared with the city and waiting on approval from city to display

 May 12-15 Spring Sidewalk Sale September 15-18 Fall Sidewalk Sale

  **Events:**  Nominate Michele to be Events Chair - Motion-Steve 2nd-Hilary

 Introduction of Kacie Rattigan -She is with the city of Cape May and in charge of all City events Kacie Rattigan’s office is located at Convention Hall.

 Discussions of gifts for Easter Stroll

 Discussions of categories for Easter Stroll

 Easter Bunny at Easter Stroll -

 Easter Bunny on the mall on Saturday April 16,2022

 **Hospitality Night** - Voted to do one night only Friday December 9, 2022

 **Finance:**  Cally mentioned that we have been audited for 2019 & 2020 and everything was good. Everything is ready for the 2021 audit which will happen soon. Audits are $4,000.00 each year.

Bid Assessments payments are being received but some are still coming in at the previous assessment rate. Those businesses are being notified about the shortages.

 **Decor & Maintenance** - QR signs to go up on the Mall, just waiting for permission from the City

 Requesting to have Mall Lampposts painted - Lorraine Baldwin will pass the request on to City.

 **Landscaping** - new inner pots will be used to make transfer of seasonal plants easier to switch out. All spring planting will be done by April 10, 2022

 There was discussion about some of the flower pots around the mall that are missing some outer stone pieces. Michele’s husband Tom has offered to fix them.

 Pruning of the trees needs to be done every other year and the costs are adding up, Hilary is asking if the city could help with the costs of this maintenance.

 Mall merchants would like two recyclable pickups to return from April-October.

**City Council Updates -** Light reimbursement(has been given to BID), bid expansion, Lorraine will discuss Bid expansion with Chris Gillen-Schwartz

Decisions on BID Expansion - Discussions still ongoing and include - costs of landscaping, possibly incorporating Carpenters Square Mall as one entity, boundaries of the original BID,

Kacie Rattigan has noted that the jitney/trolley service is out for bids, waiting on city to make decision

**Brick Program** - Carl - Still in the works

**Old Business** - Decature Street is open, outdoor dining is expired , too many trash cans around mall

Best Streets of Cape May plaque - where do we display awards

**Motion to Adjourn**: Richard, 2nd ALL

Next Meeting April 11, 2022 - ZOOM