

Washington Street Mall Management Company, Inc.
Meeting Minutes - Monday December 27, 2010
Cape May City Hall Auditorium
7:00 P.M.
Open to Public

Call to Order
Pledge of Allegiance
Roll Call

Present: Tom Alvarado, Deirdre HineLine, Cindy Huf, Joanne Klineburger, Bonnie Mullock, Hilary Pritchard, Bruce MacLeod, Steve Smarro, Terri Swain, Susan Tischler

Absent: Michael Connor, Mark Kulkowitz

Approval of Minutes - A motion is made by Joanne Klineburger to approve the minutes of the Dec 6, 2010 meeting. Second by Hilary Prichard. Motion approved with Deirdre HineLine and Bonnie Mullock abstaining.

Treasurer Report - Deirdre HineLine reviews the Treasurers Report (see attachment A). Outstanding bills are presented and reviewed. Bills to be paid are to the Cape May County Chamber, The Herald, Garden Greenhouse, Millennium Radio, Cape May Chamber Guide Book.

A request is made by Susan Tischler to note that neither the treasurer nor the chair were present for the 12/7 BID Budget hearing at City Council's work session. The treasurer called out ill but the chair failed to notify the city manager or a representative of the board to stand in his place.

A motion is made by Joanne Klineburger to accept the Treasurers Report, second by Cindy Huf. Motion approved unanimously.

Committee Reports

Finance/Planning - Deirdre HineLine - The Finance/Planning committee will meet after all of the 2010 records are in and there is a complete tally on the 2010 surplus. The budget will be adjusted to reflect the \$5000. trolley service expenditure approved at the Dec 6, 2011 meeting.

Maintenance/Decor - Steve Smarro - The Decor Committee has not met. Christmas decor will be removed by the city between the 15th and 30th of January.

Advertising/Marketing - Tom Alvarado - The Advertising Committee has already presented its budget and will be continuing to work on the details of the 2011 plan. There will be map meeting in the near future, and comments and suggestions will be requested from the membership via email.

Signage - Hilary Pritchard - The committee plans to meet with a representative of the city regarding the large metal frame signs previously planned for placement on the mall, and currently in storage.

Election - Terri Swain, Cindy Huf - Discussion took place regarding Terri Swain's appointment to this committee, and whether or not she had intended to resign her position entirely when the

committee was temporarily merged with Assessments. It was resolved that Terri Swain will remain on the Election committee and Assessments will be separate.

Assessment - Steve Smarro, Cindy Huf - No report

Events - Joanne Klineburger - The greeter program is currently being reexamined for the 2011 season, A meeting with MAC representatives is pending to outline current costs and plans for this program.

Oversight - Bruce MacLeod - The Oversight committee has met to discuss the following topics:

A) Special elections for Board of Trustee vacancies - The committee recommends that vacancies temporarily filled by board vote should be filled by a vote of the entire membership at the next general election if the term to be filled extends past that point.

B) Trustee participation on BID committees - the committee recommends: 1) that no one person serve on more than two active committees; 2) individuals who are not members of the BID may serve on committees; 3) committees may engage volunteers to assist in committee work; and 4) only BID members may have a vote on committee matters.

C) Voting rights for multiple store owners/operators - no formal recommendation at this time.

D) Code of Ethics - no formal recommendation at this time.

A motion is made by Susan Tischler to approve the Oversight Committee recommendation A, second by Terri Swain, motion approved unanimously.

A motion is made by Hilary Pritchard to approve the Oversight Committee recommendation B2,B3,B4, and table B1 for the March BID Board meeting. It is suggested that the issue must be returned to the committee and may not be separated. No further discussion of this matter.

Public comment

Terri Swain leaves the meeting.

A request is made that more advance notice of committee meetings is give to the membership. It is determined that this is a good idea, and committee chairs will make more effort to provide at least a weeks notice.

A question is asked "Could the tree lights be left all year?" The cost is \$2500 per month for lights on mall, making it cost prohibitive for the city to afford this expense. It is suggested that it might be more feasible for the lights to be put up in summer during the high season, and the decorating committee will consider this suggestion at the next meeting. Options using LED lights are suggested and will be explored.

A suggestion is made to have supplemental snow removal added to the BID budget.

It is noted that by city ordinance, patio operators should have removed awnings by Dec 1 to allow city equipment easy access to the mall. An email will be sent to the membership to see if they support leaving the awnings up year round at the cost of having less efficient snow removal.

A request is made to spend the bulk of advertising dollars during the peak season.

A request is made to amend the bylaws to ensure that an impartial person is handling all elections.

New Business

Restructuring of Committees - Chair, Steve Smarro

Committees are being restructured as follows:

Advertising/Promotions/Events - Tom Alvarado, Joanne Klineburger

Finance/Planning - Deirdre Hinehine, Joanne Klineburger

Landscape/Signage/Maintenance - Steve Smarro, Hilary Prichard

Oversight - Bruce MacLeod, Steve Smarro

Elections - Terri Swain, Cindy Huf

Assessments - Steve Smarro, Cindy Huf

A motion is made by Deirdre Hinehine to approve the combining of the committees, second by Hilary Prichard. Approved unanimously with Terri Swain absent.

New Business

Newsletter - a newsletter has been created to inform BID members about happenings on the mall and a edited version is being distributed to other area businesses to inform them about events and activities. This newsletter replaces previous informational emails in a more attractive format. A suggestion is made to consider printing copies in the future if the budget will allow.

Snow Removal & Patio Awnings - previously covered

Next Meeting- Feb 7th, 2011 with Joanne Klineburger chairing

Meeting adjourned 9:11 PM

Minutes submitted by Cindy Huf