

**Washington Street Mall Management Company, Inc.
Meeting Minutes - Monday December 6, 2010
Cape May City Hall Auditorium
7:00 P.M.**

Meeting Open to Public

Call to Order
Pledge of Allegiance
Roll Call

Present: Tom Alvarado, Michael Connor, Deirdre HineLine, Cindy Huf, Joanne Klineburger, Mark Kulkowitz, Hilary Pritchard, Steve Smarro, Terri Swain, Susan Tischler
Absent: Bonnie Mullock

Approval of Minutes - A request is made by Susan Tischler to amend the 11/1/2010 meeting minutes to note that Tom Alvarado and Deirdre HineLine's vote on the approval of the 10/4/2010 meeting should have been "abstain". A motion is made by Deirdre HineLine to approve the minutes of the 11/1/2010 meeting, second by Joanne Klineburger. Motion carried with amendments, with Cindy Huf abstaining.

Treasurer Report - Deirdre HineLine - The treasurer's report is reviewed (see attachment A). A motion is made by Joanne Klineburger to approve the Treasurer's Report, second by Sue Tischler. Motion carried unanimously.
The current outstanding bills are reviewed. A motion to approve payment is made by Tom Alvarado, and seconded by Hilary Prichard. The motion carries unanimously. A balance of approximately \$14,000 will carry over as surplus to 2011 with three advertising bills yet to be received.

Cape May Trolley - Guest - Dick Adelizzi, Great American Trolley Company
Mr. Adelizzi attended the meeting to answer questions and hear concerns regarding BID participation in the 2011 Cape May trolley service.
The trolley service is currently set up to allow visitors to receive free trolley tickets at Cape May Hotels for trips into downtown Cape May, and have their tickets validated by participating merchants for a complimentary return trip. 35000 tickets were distributed in 2010. According to driver records there were 25000 riders in 2010.
The 2011 route will be expanded to include a pick up at the C-View on Washington Street, with no anticipated delay in the 20-30 min pick up schedule.
A request is made for definitive time schedules, and it is explained that traffic would prohibit that from being accurate and feasible. Concern is also expressed that some visitors confuse the trolley with the MAC trolley, and clarification needs to be provided. An improved sign at the Elementary School is suggested and there is a consensus that mall merchants need to be better informed about the trolley for the 2011 season.
It is determined that the WSMC can advertise on trolley at no added cost as there is a continuous loop dvd and signage on the trolley for advertising. Signage and dvd would have to be provided at BID expense. Advertising information will be provided in January 2011.
A motion is made by Cindy Huf to allocate \$5000. from surplus funds to the trolley for the 2011 season, second by Mark Kulkowitz. Motion is approved unanimously.

Announcement of Committee Chairs - Steve Smarro announced the Committee Chair assignments as follows:
Finance/Planning - Deirdre HineLine/Cindy Huf
Landscape Maintenance/Decor - Steve Smarro/Hilary Pritchard
Advertising/Marketing - Tom Alvarado/Joanne Klineburger
Signage - Hilary Pritchard/Deirdre HineLine
Events - Joanne Klineburger/Bonnie Mullock
Oversight - Bruce MacLeod/Steve Smarro
Election/Special Assessment - Cindy Huf/Steve Smarro

Committee Reports

Finance - The finance committee has not met - no report.

Maintenance/Decor - Steve Smarro - The request to leave the trees on the mall lit until Spring has been turned down due to the cost of the electricity to light them.

Advertising/Marketing - Tom Alvarado - The Advertising Committee met on Dec 1 to complete the 2011 advertising budget. (see attachment B).

The budget included 35,000 mall maps, the Menu Guide as in 2010, advertising in the Herald, Herald web site, and Fun Guide, a full page ad in the Chamber of Commerce Guidebook, plus an ad on TripAdvisor.com (through the Chamber of Commerce), a banner ad on CapeMay.com, a platinum membership with Mid Atlantic Center for the Arts which includes an ad on the MAC website, Advertising in the Herald, Radio, and the new "Tell a Friend about Cape May" program. Tell a Friend About Cape May is an advertising campaign designed by the Advertising Committee to promote Cape May through website promotions, internet coupons, greeter bags for bus trips, bumper stickers, buttons, etc.

Public comment - A suggestion is made to supply mall maps for real estate welcome packages, and a request is made that specifics on advertising to be shared with the general membership allowing merchants to plan complimentary cross marketing advertising in a timely manner.

A motion is made by Deirdre Hine to approve the \$24,570 2011 advertising budget, second by Mark Kulkowitz. Motion approved unanimously.

Signage - Hilary Pritchard - The Signage Committee has not met - no report

Events - Joanne Klineburger - The Events Committee has not met - no report

Oversight - Bruce MacLeod - The Oversight Committee has not met - no report

Public Comment

A request is made to revisit the idea of limiting individuals from participating in more than two committees. This issue is discussed at length but no action is taken at this time.

Old Business

Delinquent Accounts - Payment reminders were sent out with a good response from delinquent account holders, and a registered letter recently followed for remaining delinquencies.

New Business

Amendment of Bylaws - Amendment of Standing Committees Article 4.05. Currently, the standing committees required by the bylaws differ from committees that have been in place since the BID's inception. Discussion ensues on the purpose of these committees required by the bylaws - specifically the Planning Committee - and it is determined that although the Planning Committee has not been developed in the past, it would be a good idea in the future to assist in moving forward with expansion of the BID. No action is taken at this time.

An amendment to disqualify delinquent accounts from voting or holding office is discussed but no action is reached at this time.

Deirdre Hine leaves the meeting.

Comment Hilary Pritchard suggests that as the mall benefits greatly from bus tours, and suggests that the BID have a representative to help promote the mall to the bus tour industry.

Meeting schedule The meeting schedule is announced for the next six months as follows: Dec 27, followed by Feb 7, March 7, April 4, May 2, June 6.

Meeting adjourned at 9:10

Minutes submitted by Cindy Huf