



Board Meeting Minutes

July 7, 2026

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

Attendance

- **Board Members Present:** President Richard Murray, Vice President Amanda Rhodes, Treasurer Gaye Tillotson, Secretary Sarah Schlachter, B. Michael McFarland, Alison Baker, Melissa Quearry, Justin Hutman
- **Board Members Absent:** None
- **Others Present:** Officer Parkhurst

Call to Order & Approvals

President Richard Murray called the meeting to order at 7:00 PM. Murray asked for revisions or feedback regarding the June minutes. Secretary Sarah Schlachter noted that Treasurer Gaye Tillotson's attendance had been omitted from the "Board Members Present" section. Hutman motioned to approve the minutes with the correction, Baker seconded, and the minutes passed unanimously.

Business/Committee Updates

1. Financials

Tillotson reported that while organizational funds remain slightly low, outstanding work is underway regarding PayPal and Grant funds. Murray shared that a balance of \$4,809.44 from the previous Grant award had been carried over for the past few months. Because these funds have been officially justified and released by the governing body, Murray proposed moving the money into the general fund.

Hearing no objections from the Board, Tillotson agreed to add this amount to the general balance. Additionally, Murray stated he would propose dates for a Finance Committee meeting and will share the finalized date once it is set.

2. Security

Quearry reported no new updates but noted that a community crime meeting would take place at Main Patrol on July 30th. Officer Parkhurst confirmed the meeting is open to the public and noted that quarterly crime meetings feature the full chain of command as well as the property violations team.

Officer Parkhurst presented recent crime statistics for the area:

- Incidents involving broken rear car windows (with nothing stolen) occurred at **824 W. 71st Terrace** and **7315 Belleview**.

- A crime report was filed at a business located at **7131 Wornall**. While nothing was stolen, security camera footage provided enough information to track and successfully apprehend the suspects.

Murray inquired about potential plans for a dispensary at the Wornall fruit stand, noting rumors that the vendor was being evicted. He stated that if or when the Board is officially notified of a business request for that space, he will circulate the information for potential action. He noted that an additional dispensary might conflict with local geographic density ordinances.

Finally, Officer Parkhurst reported that the FIFA World Cup operations had been safe and successful. While attendance was lower than initial projections, the crowds were pleasant. She noted one long week remained before the event concluded and invited the Board to reach out with any ongoing concerns.

3. Membership

Murray announced the kickoff for the 2027 membership drive. McFarland will begin drafting the membership drive letter. He noted that the letter represents a major expense, as printing, stuffing, and mailing are handled entirely by the printer. In response to an inquiry regarding target recipients, McFarland clarified that the letter is sent to all neighborhood households regardless of current membership status. Murray confirmed this is the only annual initiative that reaches every home.

Rhodes inquired about the Diamond Membership gift. Murray noted that extra clear stadium bags from the previous year had been ordered. Rhodes cautioned that members might complain about a repeated gift. Murray agreed to review the current inventory of alternative past gifts, such as pint glasses and wine cups.

Regarding timelines, Hutman asked when new membership submissions would need to be finalized. McFarland stated the goal is to mail the letter around Labor Day. Hutman established late August as his hard deadline to have the website membership form fully updated.

4. Beautification

Schlachter reported no new updates. Murray shared that he received positive community feedback regarding the 75th Street traffic island. Rhodes noted that the space looks excellent when trimmed, and Schlachter confirmed that Red Roses handles the trimming on a regular basis.

5. Communication

McFarland directed the Board to the report included in their meeting packets and reminded everyone to submit their newsletter edits ahead of the final publication on Friday.

Hutman reported that he successfully created a locally hosted developer version of the website, which features updated technology while accurately replicating the current theme and aesthetic. The development site is ready for production migration. Hutman requested and received approval from Murray to purchase a migration tool to assist with the transfer.

Hutman will coordinate with McFarland to select an optimal timeframe for the migration and will require the organization's Facebook login credentials to sync the social feed. Following the migration, the committee will explore modern WordPress themes.

Additionally, Hutman is building a new database pulled from membership subscriptions to allow for electronic check-ins at events. He will manually backfill historical data, as well as event-based and mailed-in memberships. Murray confirmed that the Communications Committee (consisting

of Hutman and McFarland) has full authority to move forward with these technological changes. Hutman outlined his project priorities as follows:

1. Production migration and general updates.
2. Database functionality (targeted to be functional before the 2027 membership drive).
3. Aesthetic theme modernization.

6. Events

Thirsty Thursday / Summer Social: Murray provided an update on the upcoming week's event. McFarland will distribute tickets. The previous month's event expenses totaled \$462.

Mums Sale: Murray noted that both he and McFarland will be absent for the Mums Sale. Schlachter will oversee volunteer coordination to ensure sufficient coverage. Murray and Schlachter will collaborate to ensure the admin bin and credit card readers are available. Schlachter requested that all available Board members save the date to assist.

Neighborhood Night Out (NNO): Murray stated that the WPHA will issue two separate checks to the WPPC to cover space usage for 2026 NNO and the 2026 Spring Festival. Murray will schedule an Events Committee meeting, which will include McFarland and Rhodes due to their involvement with the STRONG grant.

New Business

Hale Cook Design Advisory Team (DAT) Update

Murray acknowledged the strong WPHA Board attendance at the previous month's community meeting. During that meeting, the school district provided a formal demolition and construction schedule, noting an updated project budget of \$14.5M. For the upcoming academic year, current Hale Cook students will be bussed to a newly updated Troost Elementary facility. A perimeter fence has been erected around the Hale Cook site. Murray noted that further DAT activity will likely be minimal. In response to a timeline inquiry from Tillotson, Baker clarified that construction will span the entire upcoming academic year.

STRONG Grant (Violence Prevention Fund) Update

McFarland shared that the WPHA's original grant application targeted roughly \$8,000 in projected event costs. Upon acceptance, the requested budget was increased to \$10,500 to incorporate NNO, Thirsty Thursdays, and the Candidate Forum. McFarland formally announced that the WPHA was ultimately awarded **\$12,000**. The WPA will submit receipts to secure reimbursement payments.

2027 WPHA Election Kickoff

Murray stated he will contact Nancy Bader to confirm her availability to oversee the next WPHA Board election. If she is unavailable, a replacement coordinator will be sought. Alternatively, the Board may transition to a fully online election model to streamline the administrative workload.

WPHA Anniversary Recognition

Baker noted that 2027 may mark the 100th anniversary of the WPHA, suggesting that a special celebratory event should be planned. However, following a review of historical records, Rhodes clarified that the original Articles of Agreement for the WPHA were officially executed on March 14, 1933.

Adjournment

Murray announced that the next board meeting is scheduled for August 4th. Baker motioned to adjourn the meeting, Rhodes seconded, and the motion carried. The meeting was officially adjourned.

Minutes submitted by Sarah Schlachter, Secretary, Board of Directors.