

WARD PARKWAY HOMES ASSOCIATION BOARD MEETING MINUTES

June 4, 2019

Waldo Area Business Association
7222 Wornall Rd., Kansas City, MO 64114

Board members present: President Nancy Bader, Vice President Richard Murray, Treasurer Gaye Tillotson, Maureen Hardy, Alison Baker

Board members absent: Secretary Mike Allmon

Other attendees: Julie Wittman, B. Michael McFarland, Melissa Womack, Christopher Womack, Amanda Rhodes, Linetta Thurman, Alex Gill

Meeting was called to order at 7:02 p.m.

Minutes from the April Board meeting have not been provided by Secretary Mike Allmon, so action to approve them was tabled. Minutes from the May Board meeting were reviewed and unanimously approved.

Gaye Tillotson reported on financials, which were provided to the Board via email. *[See attachment: Financial Report for 6/4/19 Board Meeting]* In the last month, 17 memberships with security patrol service have come in at the prorated \$75 level as a result of the mid-year membership drive. Richard Murray moved that the Board use reserve funds to cover any shortfall in the WPHA's security patrol commitment for the remainder of FY 2019. Nancy Bader seconded the motion, which was unanimously approved. Linetta Thurman will contact Sgt. Sebastien Hanriot about options for security patrol in the event that the Board decides to reduce hours of coverage in the future.

Thurman noted that the Security Committee report was sent to the Board via email. *[See attachment: WPHA Security Committee Mtg 5/20/19 Summary]*

Murray reviewed 4th of July Picnic checklist. Tillotson is working to secure insurance coverage and permission to use the Hale Cook Elementary grounds. Murray will ask Alison Baker to follow up on Jeremy LaFaver's plans for food. Thurman will arrange for street closed barricades with KCMO Public Works. Maureen Hardy has coordinated the KCFD fire truck appearance. Julie Wittman is handling event flyer distribution. Murray has ordered WPHA vinyl banners, giveaways for kids and prizes for bicycle parade. In lieu of an ice cream vendor, Murray will organize handing out popsicles. Volunteers are still needed to assist with this event.

Murray presented a proposal for the FY 2020 membership drive. The goals are to increase membership participation, improve the welcome kit for new residents, increase the value of member-only benefits, create a referral program, and offer several flexible membership options. It will take significant work to get all elements ready by September in time for the fall Neighborhood Night Out to serve as a formal membership drive event. *[See attachment: WPHA Membership Committee 2020 Membership Drive]* One change the Board agreed to was switching the proposed early bird deadline for renewing members from Dec. 1 to Nov. 1.

Alison Baker arrived at 7:58 p.m.

The Board agreed to solicit bids from several printers to handle the membership mailing, which the Communications Committee will coordinate. The plan is to send approved materials to the

chosen printer directly after the August Board meeting, and have the mailing arrive in mailboxes within the first two weeks of September.

Neighborhood Night Out is tentatively scheduled for Sunday, Sept. 29, from 4-6 p.m. B. Michael McFarland will seek event space and catering at District Pour House + Kitchen or Lew's Grill & Bar.

The Membership and Communications Committees will meet to hammer out details of the FY 2020 membership mailing on Tuesday, July 2, at 7 p.m. at the Waldo Area Business Association office.

Bader noted that the Beautification Committee report was sent to the Board via email. *[See attachment: WPHA Beautification Committee Report-May 2019]*

Wittman noted that the Communications Committee report was sent to the Board via email. *[See attachment: WPHA Communications Committee Report - May 2019]*

Meeting adjourned at 8:32 p.m.

Minutes submitted by Julie Wittman.

**FINANCIAL REPORT FOR 6/4/19 BOARD MEETING
WARD PARKWAY HOMES ASSOCIATION**

Balance in US Bank Account:	\$35,436.07
2018-2019 Dues Paid to Date:	\$13,327.35
Paid Memberships: (109 paid via Pay Pal)	289 (34%)
Security Patrol Rec'd To Date:	\$11,792.84 (\$16,640 needed)
Homes Paying for SP:	193

Expenses Paid from 10/1/18 - 6/4/19:

Administration:	\$851.73
Beautification:	1,338.00
Communication:	462.38
Membership:	119.99 (block party, software)
Security Patrol Paid Out to Date:	11,680.00
Security Patrol Expenses: (1099s)	49.90
Signs:	89.84 (banners)
Special Events:	2,275.62
(4th of July - \$403.54)	
(Annual Meeting)	
(Christmas Lights - \$190)	
(Easter - \$398.03)	
(NNO - \$1,127.07)	
(Thirsty Thursdays - \$92.48)	
(Other - \$64.50) lanyards	
	\$16,867.46

Income:	\$25,120.19
Expenses:	<u>16,867.46</u>
	\$8,252.73

WPHA Security Committee Mtg 5/20/19 Summary

Security Committee met on 5/20/19 at WABA. Attending: Linetta Thurman, Jim Anderson, Julie Wittman, Richard Murray

<u>Tasks</u>	<u>Who</u>	<u>Status</u>
Attend Waldo Safety Mtg. 2nd Tues.	Jim A.	Complete/ Ongoing
Attend CPAC 2nd Tues	Linetta	"

Meetings will be attended by Jim & Linetta. Report pertinent info. back to the committee/board/residents. May Summary-Waldo Businesses getting better/more security cameras. Still no Crime info online. No current residential crime pattern.

Womens Self Defense Class & KC Summer Curfew info to Julie for newsletter	Linetta	Complete
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Security Committee Member to attend Social Events to talk up Security Patrol/ Volunteer Opportunities	Committee	Ongoing
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Security Patrol Testimonial for June newsletter	Jim A.	Complete
Vacation Security Tips for June newsletter	Linetta	"
4th of July Safety tips	Julie	Complete

Review/Edit Security Patrol Flyer for New Residents. Flyer to be at events	Committee	In Progress
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Liaison w/ Security Patrol	Linetta	In Progress
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Get volunteer to take over Vacation Security Patrol - Linetta may take this over until volunteer is identified.	Committee	In Progress
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WPHA Membership Committee
Monthly Update
June

July 4th

- Quickly review the checklist in the June Meeting.

Thirsty Thursday

- Have met the manager of Dodson's.
- Working with Dodson's to figure out a more cost effective solution to facilitating the event. Working towards pre-purchasing \$40 worth of beverages and handing 1 ticket per neighbor.
- Anticipating 20+ neighbors.

Welcome Kits

- With Mike's help I have met Ryan and now have all the swag we used to put in the welcome kits. We have a case of koozies, a case of bags, about 50 or so writing tablets and pens and at least 50 WPHA envelopes and about 25 return envelopes.
- We have several rolls of stickers but the information on them is old and they have been thrown away.
- We are in the process of re-working the Welcome Kits for 2020.
- The History of the Neighborhood handout has been updated by B. Michael.
- Updating all other forms - Membership Form, Contact Information, Important Local Contacts.
- **Need Security Committee to update their handout.**
- If your committee would like to include something in the Welcome Kit please work with the Communication Committee.

2020 Membership Drive

- Reviewing Presentation in the June Meeting.
- Action Items will come out of this presentation.
- Follow-up meeting needs to be scheduled.

To Do's

- Set Paypal training and get Paypal contact info.
- Set fall Neighborhood Night Out date.
- Set Volunteer Appreciation/Sip and Ask Cocktail Party



WPHA Membership Committee

2020 Membership Drive



Goals

- Increase participation
- Improve Welcome Kit
- Increase value? - Membership has its privileges
- Offer referral program
- Provide Membership Options
 - Provide consistent experience for long time members
 - Provide greater flexibility - Membership Payment Options



Welcome Kits

- New 2020 Letter from the President
 - Include name of current BoD
- New History of our Neighborhood
- New Forms
 - Membership, volunteer, committee, etc
- New branded swag (use what we have first?)
 - Contact Info for Membership Committee
 - Coffee mug/Tea bags from Crow's Coffee
 - Pens/Writing tablet



Value

- Procure sponsors
 - **Local** businesses/services
 - Members **ONLY** discounts
 - Start small and keep adding
 - Eventually move outside of WPHA Boundaries but stick with local businesses
- Offer an actual WPHA Card
 - Include membership year
 - Include list of businesses and discount offered



Referral Program

- Generate neighborhood participation
- Refer 3 in the same year get 1 year free
 - Referrals happen in 2020, award paid out in 2021
- Add a “required” button and a pop up field to the online order form - UI on PayPal screen
- Add a checkbox and field to the paper form
- Manually track for now

2020 WPHA Membership Options

MEMBERSHIP TYPE	PAYMENT TYPE	2019 PRICING	2020 PRICING
Gold	One Time	\$50	\$50
Platinum (Gold+Security) - *RENEWAL	One Time	\$110	Renew by Dec 1 2019 \$90
Platinum - RENEWAL	One Time	\$110	Renew AFTER Dec 1 2019 \$110
Platinum - NEW	One Time	\$110	\$110
Platinum - Renewal/New	6 Payments		\$22/mth/6mth Starts month you join
Platinum - Renewal/New	12 Payments		\$12/mth/12mth Starts month you join

*Renewal = Paid member anytime in the last 3 years.

WPHA Beautification Committee Report-May 2019

The Beautification Committee has two objectives for this year.

1. Provide information and ideas to our residents about ways to maintain their property using city and private services while following city codes. This objective aligns with our residents' survey responses expressing ways to beautify the neighborhood.
2. Provide an event that our residents can participate in that gives them an opportunity to improve their property, as well as beautify our neighborhood.

To meet the first objective, we are providing content that can be included in the e-newsletter by the Communications Committee. We have provided content for the April and May newsletter and intend to have at least 2 more articles for the year.

To meet the second objective, we are planning on having a Fall Mum sale. However, we are still gathering information about plants, prices and logistics for the sale. If we can gather this information in June, we hope to have an order form available at the 4th of July picnic.

Submitted by Nancy Bader

WPHA Communications Committee Report - May 2019

B. Michael McFarland and Julie Wittman held a Communications Committee meeting on Tuesday, May 21, 2019. Here's an at-a-glance look at the tasks we are undertaking.

TASK	WHO	STATUS
Identify number of "Current Resident" listings on WPHA roster to determine residents we don't have names for. <i>Total is 57.</i>	Julie	Complete
Design 4th of July Picnic flyer, send to printer, get payment and printed flyers to delivery company.	Julie	In progress
Develop secondary message for back side of 4th of July Picnic flyer.	B. Michael	In progress
Draft newsletter story lists for June and July (see lists after end of table).	Julie	In progress
Develop dashboard templates as a way to quickly view and assess key metrics for Communications Committee, Membership Committee, events.	B. Michael	In progress
Develop communications checklist for events.	B. Michael	In progress
Develop WPHA editorial calendar to plan and schedule content for website, newsletter, social media, flyers, etc.	Julie	In progress
Draft unified messaging for new resident welcome bags and membership appeal letter	B. Michael	In progress
Research possibility of getting accurate resident names and addresses from KCP&L, Waldo Area Business Association	B. Michael	In progress
Research parameters of Facebook paid boosts for WPHA posts	B. Michael	In progress
Research suitable Wordpress template for website that is fully mobile responsive and still being supported by developer. (Current template was last updated by developer in 2014 and is not keeping up with internet browser changes. Calendar feature also is not mobile responsive.)	Julie	In progress
Research Google reCAPTCHA options to protect website from spam and abuse	Julie	In progress
Conduct WPHA website content audit to see what could be improved, removed, added.	B. Michael, Julie	Not started

Purchase and install new Wordpress template on website, identifying transition plan.	Julie	Not started
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June newsletter

Draft date: Friday, June 7

Edits due: Monday, June 10

Send date: Tuesday, June 11

Story list:

- 4th of July Picnic
- Resident Q&A profile: Julie Wittman
- Safety/security:
 - KCPD women's self-defense classes
 - KCMO youth summer curfew
 - Jim Anderson vacation security patrol testimonial (if timing works out)
- Photo recap: Thirsty Thursday (6/6)
- Upcoming events:
 - Municipal General and Special Election (6/18)
 - WPHA 4th of July Picnic (7/4)
 - WPHA Thirsty Thursday (7/11)
 - WPHA Board Meeting (8/6)
 - Committee Meetings?

July newsletter

Draft date: Thursday, June 27

Edits due: Sunday, June 30

Send date: Monday, July 1

Story list:

- Thirsty Thursday happy hour (7/11)
- 4th of July Picnic reminder
- Resident Q&A profile: B. Michael McFarland
- Safety/security:
 - Fireworks reminders
- Photo recap: Thirsty Thursday (6/6)
- Upcoming events:
 - WPHA 4th of July Picnic (7/4)
 - WPHA Thirsty Thursday (7/11)
 - WPHA Board Meeting (8/6)
 - Committee Meetings?