

WARD PARKWAY HOMES ASSOCIATION BOARD MEETING MINUTES

Sept. 5, 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 (via phone), Linetta Thurman, Jim Anderson, Amanda Rhodes, Roxsen Koch (Polsinelli), David Hyatt (Outfront Media)

Meeting was called to order at 7:03 p.m.

Attorney Roxsen Koch from Polsinelli, representing Outfront Media, made a presentation about City of Kansas City, Missouri, Ordinance No. 190514. The proposed ordinance aims to reduce outdoor advertising signs by replacing a number of existing static signs with fewer electronic or digital ones at a 7 to 1 ratio based on square footage. Given that the WPHA is not close to an interstate highway, digital signs are not allowed to be installed in the vicinity of our neighborhood. But if the ordinance were approved, it could potentially result in the removal of some static outdoor advertising signs throughout the 6th District. Advertising companies other than Outfront Media do not necessarily support the proposal because the 7 to 1 ratio doesn't meet their business needs. The ordinance is scheduled to go before the Neighborhood Planning and Development Committee on Sept. 18 at 1:30 p.m.

Minutes from the August Board meeting were reviewed and unanimously approved. Minutes from the April Board meeting have not been submitted by Secretary Mike Allmon and cannot be added to the official record.

Gaye Tillotson reported on financials, which were provided to the Board via email. *[See attachment: Financial Report for 9/5/19 Board Meeting.]* The shortfall in the WPHA's KCPD security patrol dues commitment for FY 2019 has been reduced to \$3,314. Several residents paid member dues during August, which will be rolled over to FY 2020. Any residents who paid member dues in July, thinking they were for FY 2020, will be considered on a case-by-case basis. Richard Murray proposed removing the option to pay annual member dues online as of July 1 until the WPHA can come up with a more flexible online store.

Linetta Thurman noted that the Security Committee report was sent to the Board via email. *[See attachment: WPHA Security Committee Report September 2019.]* The committee will share vacation patrol anecdotes and traffic enforcement information from Sgt. Hanriot via WPHA communication channels. Thurman plans to look into reports of auto-related crime attempts on Maureen Hardy's block using electronic devices.

Murray reported on behalf of the Membership Committee. *[See attachment: WPHA Membership Committee Report September 2019.]* The four Thirsty Thursday events reached 50 unique residents, resulted in four to six new memberships, and recruited two volunteers. At least three attendees at each event were new residents to the neighborhood. Murray would like to continue the series next summer (holding four events between Memorial Day and Labor Day) with a slightly increased budget.

Murray reviewed plans for new resident welcome gifts that will be ordered soon. They will be delivered in person to new residents in part so a WPHA representative can encourage them to become members.

The WPHA will have a vendor booth at Waldo Fall Festival on Sept. 21. Murray is seeking more volunteers to help staff the booth. The WPHA is not a current member of the Waldo Area Business Association and intends to renew the membership for FY 2020.

Murray recommended that the WPHA identify major event dates for 2020, and print and send the calendar to residents to help drive attendance and recruit volunteers.

Nancy Bader reported on behalf of the Beautification Committee. *[See attachment: WPHA Beautification Committee Report-Sept 2019]* There are enough volunteers to coordinate the Mums Sale on Sept. 28 at the Ward Parkway Presbyterian Church. Sales will not be limited to WPHA residents only, but we may try to keep track of how many sales were made to residents. Further discussions are needed to iron out event logistics.

Julie Wittman reported on behalf of the Communications Committee. The proposed story list for the September newsletter was sent to the Board via email. The FY 2020 membership appeal mailing should arrive in mailboxes by Sept. 13, and the Neighborhood Night Out/Mums Sale flyer should be delivered to doors before that date. On Aug. 8, the WPHA sent letters to seven elected officials, appointed board members and staff at Jackson County to appeal the 2019 property reassessment values. Murray noted that this information would be shared with residents via WPHA communication channels. Wittman will end her current volunteer commitment to the WPHA as of Dec. 31, transitioning Communications Committee work to B. Michael McFarland and future volunteers.

Murray reported that Neighborhood Night Out will be held inside District. Pour House + Kitchen on Sunday, Sept. 29, from 4-7 p.m. A resident has donated door prizes. The WPHA negotiated a 10% off coupon for anyone who stays for dinner after the event. Murray intends to solicit WPHA memberships during the event.

Bader led a discussion about developing a policy for handling credit cards associated with the WPHA's bank account that are issued to Board members.

Murray made motion to change the November WPHA Board meeting from Nov. 5 to 7 because several Board members serve as volunteers on election day. The change was unanimously approved.

Bader reported on plans for identifying a WPHA Board member slate for FY 2020. In lieu of nominating committee, Wittman will email each Board member to ask if they want to serve another term and whether they have an interest in officer positions. Three new potential board members that have fulfilled minimum requirements are Amanda Rhodes, Jim Anderson and B. Michael McFarland. The Board slate will be voted on at the October meeting. Board members will be asked to determine officers directly afterwards.

Meeting was adjourned 9:16 p.m.

Minutes submitted by Julie Wittman.

**FINANCIAL REPORT FOR 9/5/19 BOARD MEETING
WARD PARKWAY HOMES ASSOCIATION**

Balance in US Bank Account:	\$31,197.99
2018-2019 Dues Paid to Date:	\$13,766.87
Paid Memberships: (115 paid via Pay Pal)	314 (37%)
Security Patrol Rec'd To Date:	\$13,325.56 (\$16,640 needed)
Homes Paying for SP:	215
Expenses Paid from 10/1/18 - 8/6/19:	
Administration:	\$1,513.20
Beautification:	1,916.00
Communication:	462.38
Membership:	219.99 (block party, software, table @ Waldo)
Security Patrol Paid Out to Date:	15,680.00
Security Patrol Expenses: (1099s)	49.90
Signs:	89.84 (banners)
Special Events:	\$3,146.47
(4th of July - \$589.90)	
(Annual Meeting)	
(Christmas Lights - \$190)	
(Easter - \$398.03)	
(NNO - \$1,267.07)	
(Thirsty Thursdays - \$401.90)	
(Harvesters - \$85.00)	
(Other - \$214.57) lanyards, bullhorn, etc	
	\$23,077.78
Income:	\$27,092.43

Expenses: 23,077.78
\$4,014.65

WPHA Security Committee Report

September 2019

Security Committee did not meet in August. I attended Waldo Safety & CPAC on 8/13. ReStart was scheduled to speak at Waldo Safety about Mental Health/Homelessness in the area but they had to cancel. I had planned on writing an article for the newsletter about what I learned. Should they reschedule, that's still the plan.

Will develop plan for committee to use social media for Security Events/Issues/Info. Our Security Patrol now includes traffic enforcement primarily by motorcycle patrol on some shifts throughout the month.

Coffee w/cop info:

The next Coffee with a Cop event will have some special guests! Please join us 9-19-19 to welcome our newest commander to the Metro Patrol Division, Captain Joseph Mabin!

Coffee with a Commander!

Starbucks, 6304 Brookside Plaza

Thursday, September 19th from 8am to 10am

Linetta Thurman

WPHA Security Committee

WPHA Membership Committee Report

September 2019

The following is the update from the Membership Committee:

- Thirsty Thursday Recap - Throughout the Thirsty Thursday run we reached more than 50 unique residents, incited 4-6 NEW memberships, and recruited 2 NEW active board participants and volunteers. I predict, we will drive at least 10 new residents to join in 2020. We ended up averaging about \$100 per event for a total expense of approximately \$450 when you factor in the additional expenses of printing, partial expense of the lanyards, and other incidental expenses. I will ask the board to approve the event for 2020. If approved, we will modify how we distribute drink tickets. Members will get 2 tickets, non-members will get 1 ticket. This year everyone got 2 tickets. I will ask the board to approve a budget of \$150 per event as I anticipate higher participation as we will market the events better next year and word of mouth will be bigger in 2020.
- Welcome Kits Update - We are LOCKED and LOADED on 90% of the new Welcome Kits. We swapped out the branded coffee mug for a branded pint glass. We are in the process of designing the pint glass. Once the pint glass is designed we will order ALL the supplies for the new Welcome Kits.
- Waldo Fall Festival - September 21 from 8am - 6pm. Our application has been approved. We are in the process of designing the t-shirts and should have those in by September 18ish. Volunteer requests will go out Monday September 9. I will be sending individual emails to volunteers not on the board. I will be purchasing a table cloth for our table and a big bag of candy. We will require copies of the Membership Form (100ish), Volunteer Form (75ish), and a double sided handout with the Mum Sale and the NNO information (100ish). Those will be the handouts. I have all the swag we will be passing out as well as water and snacks for the volunteers.

Items to add to the OCTOBER Agenda:

- Set the 2020 Calendar of Events
- Share the Membership Committee's Strategic Plan for 2020

The following is the NNO Update:

- The District is booked with the same terms as before - food and drink expense is exactly the same.
- We transitioned the relationship with the owner. B. met the owner on-site.
- We booked the back room as it is bigger than the patio and will give us more flexibility with room set up. Same sign in, name tags, and map table.

- We will do 2 DIFFERENT tickets this year - RED drink tickets and BLUE raffle tickets. We have TONS of raffle items this year. Our major item is a bar cart.
- We negotiated a 10% discount on total purchase for those that stay for dinner.
- We will confirm our reservation the week of August 23 and confirm we have wifi access (who has a tablet that we can use day of?)

WPHA Beautification Committee Report-Sept. 2019

Outstanding Tasks for Fall Mum Sale	Who	Status
Determine date and times of sale (Sept. 28, 2019, 9:30am-2:00pm)	Nancy/Board	Complete
Recruit volunteers for event (Currently 3 volunteers, need 1 more)	Nancy	Incomplete
Develop advertising campaign for event (Flyer, E-newsletter-complete. Nextdoor- Posted closer to the event date)	Nancy/Julie	Incomplete
Purchase signs and balloons for day of sale	Not Assigned	Incomplete
Provide table, chair and money bag for event	Nancy/Maureen	Complete