

WARD PARKWAY HOMES ASSOCIATION BOARD MEETING MINUTES

October 1, 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, Linetta Thurman, Amanda Rhodes, B. Michael McFarland (via telephone), Becky Schubkegle, Cindy Adams (Metropolitan Community College), Lynne Madeo, Laura Lavallee

Meeting was called to order at 7:00 pm. A quorum was present.

Guest Introductions: Becky Schubkegle introduced herself to the Board. Schubkegle moved to the neighborhood approximately four months ago and is interested in learning more about the Ward Parkway Homes Association ("WPHA"). Cindy Adams introduced herself to the Board. Adams represents Subdistrict 2 on the Board of Trustees for Metropolitan Community College ("MCC"). The boundaries for Subdistrict 2 include the WPHA. Adams stated that as the Trustee representing the WPHA, she is interested in learning the interests and concerns of our residents. Adams noted that the residents are taxpayers who financially support MCC and she is available to inform residents of the resources and classes available through MCC. Lynn Madeo introduced herself to the Board. Madeo is a resident and maintains the WPHA roster. Laura Lavallee introduced herself to the Board. Lavallee is a prior WPHA resident and Board member, and she recently moved back to the neighborhood. Lavallee expressed her interest in volunteering for future WPHA events. President Nancy Bader welcomed the guests.

Minutes from the September 5, 2019 Board meeting were reviewed and unanimously approved.

Treasurer Gaye Tillotson reported on Fiscal Year 2018-2019 financials, which were provided to the Board via email. Member dues paid to date are \$13,766.87 (314 homes) and security patrol dues paid to date are \$13,325.56 (215 homes). This includes 21 memberships at the pro-rated \$75 level as a result of the mid-year membership drive, the entirety of which were credited to the security patrol service. Total income over expenses for Fiscal Year 2018-19 currently stands at \$1,969.89.

Tillotson also presented an End of Year Summary. The End of Year Summary provides a comparison between the anticipated budget and actual expenditures for WPHA administration; beautification; communication; membership; security patrol; and special events. The End of Year Summary noted that the total WPHA budget for Fiscal Year 2018-2019 was \$28,094.90 and the actual expenditures over that time totaled \$24,599.86. Vice President Richard Murray noted that he is still awaiting a receipt for

the meat provided by a resident at the Fourth of July event. Murray will follow-up with the resident and request that he submit a catering receipt in the next few weeks.

Tillotson also reported on Fiscal Year 2019-2020 financials. Tillotson noted that she has deposited all dues received via check, but has yet to transfer the PayPal funds. In checks alone, member dues paid to date are \$2,100 and security patrol dues are \$2,460. Dues paid to date through PayPal total \$3,879.01. (This amount reflects the processing fees charged by PayPal.). Tillotson notes that 70 homes have taken advantage of the discounted Platinum membership (\$90 for membership and security patrol). For these memberships, Tillotson credits \$30 to membership dues and \$60 to security patrol dues. Tillotson noted that four homes have paid the full Platinum membership price (\$110) and 12 homes have paid the Gold membership price (\$50), which excludes security patrol. In total, the Fiscal Year 2019-2020 dues paid to date are \$8,349.01.

Linetta Thurman reported on Security Committee activity. Thurman noted that the security patrol has added traffic enforcement. Because of the construction in the area, more vehicles have been traveling through the neighborhood. Sergeant Hanriot has reported positive results in traffic enforcement. Thurman also noted that Sergeant Hanriot reported that there will be no price increase for security patrol services in 2020. With respect to security patrol services, Julie Wittman will be training two individuals to process vacation home security requests in the next several weeks.

Thurman noted that the Security Committee will meet later this month, with a specific date to be determined after confirming meeting space availability with the Waldo Area Business Association ("WABA"). Additionally, Thurman reminded the Board that it may visit crimereports.com for updated information about crime in the neighborhood and surrounding areas.

Murray reported on Membership Committee activity. Neighborhood Night Out ("NNO") was held on Sunday, September 28th from 4-7 pm at District. Pour House + Kitchen ("District"). Murray reported that the event was a success. There were 42 attendees. The WPHA distributed 13 give-aways and one major grand prize to those in attendance. Murray noted that the give-aways and major grand prize were donated by a resident household and the Beautification Committee (six mums), and the WPHA only incurred nominal expenses from the dollar store for give-away baskets. Murray also noted that this year the WPHA provided membership sign-ups on site. This resulted in five PayPal sign-ups and one check sign-up at the event. Finally, Murray noted that the event came in significantly under budget. The total invoice from District was \$829.40, and the budget for the event was \$1,250. Murray noted that these expenditures will be part of the Fiscal Year 2019-2020 budget. Murray will provide a cost per person at the November meeting.

Next, Murray discussed the WPHA presence at the Waldo Fall Festival, which was held on Saturday, September 21st from 8 am – 6 pm. It was rained out at approximately 2:30 pm. Murray noted that the goal of the event was to increase visibility in the

neighborhood, and several people stopped by the table to ask questions of the WPHA Board members and volunteers who worked the event. The WPHA did not provide membership sign-ups on site. One other home association also attended. Murray recommended that the WPHA work a table at the event again next year as it is an inexpensive way to perform community outreach.

Murray noted that there is a resident-organized block party this Sunday, October 6th, at 72nd Terrace. Murray and Amanda Rhodes will attend the party to meet more of our neighbors, answer questions, and encourage membership. However, they will not be doing a hard membership push.

Lastly, Murray reviewed the proposed 2020 Calendar of Events that will be mailed to residents. One change is that the 2020 calendar does not include a garage sale weekend. Murray also noted that there will be three new members-only events: Polar Bear Pub Crawl, Dumpster Day, and a Hawaiian Shaved Ice Truck. There will also be some events that will include special members-only perks. For example, at a Thirsty Thursday event a member will receive two drink tickets whereas a non-member will only receive one drink ticket. The new proposed events include a Longtime Resident Appreciation event and a Volunteer/Board Appreciation event. Murray noted that 2020 calendar includes a July Board meeting, and that two Board meetings (September and November) were moved to Thursday because of a holiday. The Harvesters Food Drive and Caroling are not currently on the 2020 calendar, as the dates for those events are to be determined. Thurman noted that she received comments that this year's Harvesters Food Drive was too close to the Stamp Out Hunger drive organized by the United States Post Office. Wittman confirmed that the Stamp Out Hunger drive takes place the second Saturday of May each year. Bader noted that she will bring this comment to the attention of the volunteer who organizes the Harvesters Food Drive.

Murray stated that the 2020 Calendar of Events will be finalized in November for mailing to residents in December. The calendar will be printed on a postcard similar to the one distributed by the Waldo Towers Homes Association.

Bader reported on Beautification Committee activity. Bader recapped the Fiscal Year 2018-2019 and noted that the committee had two objectives: (1) provide information and ideas to our residents about ways to maintain their property using city and private services while following city codes and (2) provide an event that our residents can participate in that gives them the opportunity to improve their property, as well as beautify our neighborhood. Bader reported that the committee was successful in achieving both objectives. With respect to the first objective, the committee provided articles to the WPHA Newsletter in April, May, and July. These articles discussed brush and leaf collection, a brief summary of the Kansas City Code of Ordinances that pertain to neighborhoods, and Kansas City's 311 Call Center. With respect to the second objective, the committee held WPHA's First Annual Mum Sale on Saturday, September 28th in the south parking lot of Ward Parkway Presbyterian Church from 9:30 am – 2 pm. There were 10 volunteers for the event, and the volunteers assisted 42 resident households and eight non-resident households purchase 150 mums. Of the remaining

10 mums, four were donated (two to the church and two to a Board member) and six mums were distributed as give-aways at NNO. After accounting for expenditures, the Mum Sale resulted in a profit of \$609.58.

Bader noted that the Mum Sale was a success and will be repeated next year. It will again be the Saturday before NNO, as the sale serves a great way to encourage residents to attend NNO and/or pay membership dues. Maureen Hardy noted that she received many remarks about how beautiful the mums were. Thurman noted that she also received comments on the convenience of a neighborhood sale and the excellent service provided by volunteers.

Wittman reported on Communications Committee activity. She noted that she plans to distribute the October Newsletter on October 10th, so Board members were advised to look for a draft over the weekend. The newsletter will include articles regarding key job hacking, citywide leaf and brush collection, and the upcoming races that impact neighborhood streets. The newsletter will also remind residents of the 2020 Membership Drive.

Murray inquired as to whether the newsletter can include a generalized statement regarding the success of the traffic enforcement provided by the security patrol. Thurman noted that she will discuss proposed language with Sergeant Hanriot and forward same to Wittman.

Wittman encouraged Board members to submit names of residents to be featured in future monthly newsletters. Both Murray and Hardy noted that they will reach out to neighbors and submit names for prospective resident profiles.

Finally, Wittman reported that volunteer t-shirts arrived and have been delivered to most Board members and volunteers.

Murray provided a brief update on the remaining 2019 calendar year events. He noted that Caroling and Holiday Homes will take place in December. These events will be discussed in more detail at the November meeting.

Alison Baker arrived at 7:47 pm.

New Business

Bader recapped the WPHA Fiscal Year 2018-2019. She noted that it was a tremendous year, as the WPHA tried new ideas and welcomed several new volunteers. Bader looks forward to the Fiscal Year 2019-2020 being even better, and encouraged Board members and volunteers to consider other residents that may have an interest in getting involved in activities and committees in 2020.

Next, Bader proceeded to the election of the Fiscal Year 2019-2020 Board of Directors. Bader stated that Wittman communicated with interested parties. Wittman noted that

the following individuals have met the guidelines of serving as a Director and expressed interest in serving: Jim Anderson; Nancy Bader; Alison Baker; Maureen Hardy; B. Michael McFarland; Richard Murray; Amanda Rhodes; and Gaye Tillotson.

Baker inquired as to whether there was any language in the Bylaws regarding two Directors residing in the same household. Bader noted that there is no language in the Bylaws prohibiting Directors that reside in the same household.

Bader moved to approve the slate of Directors for the 2019-2020 Fiscal Year. Murray seconded. The slate of Directors was approved unanimously.

Bader stated that the next item of business was the approval of officers by the new Board of Directors. Bader noted that a quorum was present. Of the new Board of Directors, the following Directors expressed interest in officer positions: Nancy Bader – President; Richard Murray – Vice President; Gaye Tillotson – Treasurer; Amanda Rhodes – Secretary.

Bader inquired as to whether there were any objections to approving the officers as a slate. There were no objections. Baker moved to approve the slate of officers. Murray seconded. The slate of officers was approved unanimously.

The Board then discussed new items of business. Murray stated that there will be a Board potluck hosted at his and McFarland's home. The date is Saturday, November 9th. Murray will distribute an email regarding the time and food sign-ups. Murray noted that next year the meal will also include volunteer appreciation, meaning that volunteers will be invited and the Board will provide food.

Next, Murray discussed the billboard ordinance. Murray noted that at the September meeting, representatives from Outfront Media attended and discussed the proposed ordinance. After the presentation, the Board did not take a position on the ordinance. He further noted that a few non-residents approached the WPHA table at the Waldo Fall Festival to discuss the issue.

Murray reminded the Board that for our neighborhood, no digital billboards will be installed. However, several billboards, including "posters" and medium size signs, in the neighborhood (on Wornall Road) will be removed. Outfront Media is required to remove a certain number of non-digital billboards in order to install a single digital billboard. In other words, even though a digital billboard will not be installed in our neighborhood, Outfront Media will still need to remove the non-digital billboards from our area to meet the number requirements in the ordinance. Murray noted that this means there is no harm to our neighborhood in the form of a digital billboard, and, in fact, the proposed ordinance appears to only benefit our neighborhood and the immediate surrounding areas in reducing the number of non-digital billboards.

Bader noted that if residents have questions regarding the proposed ordinance, the best course of action is to direct them to City Council.

Baker stated that the Board should set out to educate residents on the proposed ordinance. Murray noted that he does not believe it is the responsibility of the WPHA to educate residents on this matter. Wittman noted that if the Board undertook the responsibility of educating residents, someone would need to proactively monitor the changes made to the proposed ordinance as it is considered by City Council. The ordinance will likely undergo several revisions in committee, and the language will likely differ from that discussed at the September meeting.

Thurman inquired as to whether there is a website that the WPHA can direct residents to visit. Wittman concerned that there is no website dedicated to the ordinance, and it does not appear to be addressed on the City Council website. Bader inquired as to whether the WPHA should include the Outfront Media presentation on the WPHA website. Murray noted that he has yet to receive the presentation in digital form, but will contact Attorney Roxsen Koch and request a copy. McFarland noted that seeing as no residents have contacted the WPHA regarding the proposed ordinance, he does not think it is fruitful to put the presentation on the website, especially since the ordinance will likely undergo changes.

After discussion, Bader moved that the WPHA position on the proposed billboard ordinance be that the WPHA neither supports nor opposes the proposed ordinance. Murray seconded the motion. Baker abstained from voting on the motion. All other Directors voted in favor of the motion. The motion passes.

The next item of business was a discussion on the preliminary Fiscal Year 2019-2020 Budget ("Budget"). Bader noted that the Budget will be finalized at the November meeting. Bader will present the Beautification Committee budget request. Murray will present the Membership Committee budget request, which will include all special events except for Caroling. Baker will present the Caroling request. Tillotson will present the Administrative Expenses request. Murray requested that the Administrative Expenses request include WPHA membership in the WABA. Bader noted that the cost of mums for the annual Mum Sale will be presented in the Beautification Committee request and does not need to be accounted for in the Administrative Expenses request.

Bader requested that all committee chairpersons consider their Budget requests and distribute them via email prior to the November meeting. This will allow for active discussion at the meeting.

Tillotson inquired as to whether event mailing (both printing and distribution) should remain under Administrative Expenses or instead be allocated to each particular event. Murray noted that in his experience event mailings are always the responsibility of the event and not considered an administrative expense. Baker noted that sometimes a mailing contains information for two or more events. Murray stated that in such situations, it is the responsibility of the committee chairperson to provide Tillotson notice so that she can split the mailing costs between the respective events. McFarland agreed with this approach and noted that is his experience as well. Tillotson confirmed

that for Fiscal Year 2019-2020, printing and distribution costs for event-specific mailings will be allocated to the respective event.

Tillotson inquired as to whether the fee for Waldo Fall Festival should be budgeted as a Membership Committee expense or under Administrative Expenses. Murray responded that it should be under Administrative Expenses as it is more of a general outreach event than a membership drive.

Thurman noted that the Security Committee may request funds for a potential event during 2020. She confirmed that there will be no increase in the cost of security patrol services during the 2020 calendar year. Murray noted that there will be an increase in special events during the 2020 calendar year, and his request will reflect that. Tillotson reminded committee chairpersons that she will need a list of all proposed events for insurance purposes.

All committee chairpersons agreed that they will submit Budget requests via email prior to the November meeting. The Budget will be finalized at the November meeting.

As the final item of new business, Baker informed the Board that the WPHA adopted a fifth grade classroom through its support of Hale Cook Elementary. The \$200 classroom sponsorship supports math and science teacher Jessica Olmedo, who is a new teacher at the school. Tillotson stated that the sponsorship should be featured in the upcoming newsletter. Baker will forward a photo to Wittman for inclusion in the October newsletter.

Meeting adjourned at 8:33 pm.

Minutes submitted by Amanda Rhodes.