

WARD PARKWAY HOMES ASSOCIATION BOARD MEETING MINUTES

April 7, 2020
Held via Zoom*

Board members present: President Nancy Bader, Vice President Richard Murray, Treasurer Gaye Tillotson, Secretary Amanda Rhodes, Jim Anderson, Alison Baker, Maureen Hardy, B. Michael McFarland

Board members absent: none

Other attendees: Linetta Thurman, Alex DeMasi

Meeting was called to order at 7:03 pm by President Nancy Bader. A quorum was present.

Guest Introductions: Alex DeMasi introduced himself to the Board. DeMasi is a new resident to the Ward Parkway Homes Association (“WPHA”) as he recently moved to West Gregory. He is an attorney in Overland Park and has been a Kansas City resident for two years. DeMasi is interested in getting involved with the WPHA and potentially joining the Board in the future. Bader welcomed DeMasi to the meeting and will follow-up with him on his interest in the WPHA.

Minutes from the March 3, 2020 WPHA Board meeting were reviewed. President Nancy Bader moved to approve the minutes and Treasurer Gaye Tillotson seconded. The March 3, 2020 minutes were unanimously approved.

Tillotson reported on financials, which were provided to the Board via email prior to the meeting. Member dues paid to date are \$9,228.57 (255 homes) and Security Patrol dues paid to date are \$11,220.00 (188 homes). Total income over expenses for Fiscal Year 2019-2020 currently stands at \$6,512.02.

Tillotson noted that the Mid-Year Membership Drive brought in more memberships, including those for Security Patrol. Approximately 30% of homes have paid for memberships for the 2019-2020 Fiscal Year. With respect to the targeted letter sent to homes that paid for a membership last year who have not yet paid for a membership this year (“Mid-Year Membership Drive letter”), Tillotson noted that two letters were returned (a vacant home on the 7400 block of Summit; a resident who moved on the 7200 block of Washington). Tillotson will confirm that Lynne Madeo has received these updates for the WPHA roster.

Bader stated that upon reviewing the past financials, the Mid-Year Membership Drive brought in 26 memberships, including 21 for Security Patrol. She expressed her excitement in the number of new memberships.

Vice President Richard Murray asked Tillotson whether the recent receipt for the Easter Egg Hunt has been processed. Tillotson responded that the reimbursement check is in the mail to the volunteer. Tillotson noted that the receipt for Murray’s printing of the Mid-Year Membership Drive letter is not yet reflected on the financials.

Jim Anderson then reported on Security Committee activity. Anderson has paused the disbursement of welcome kits during the city stay-at-home order. He will resume once the stay-at-home order has been lifted and continue encouraging Security Patrol membership. Anderson will also author an article for the upcoming newsletter.

Alison Baker called in at 7:13 pm.

Bader inquired as to whether the Security Committee has received any new information from Sergeant Sebastien Hanriot. Linetta Thurman noted that she received the standard email from Sergeant Hanriot regarding patrol for next the month. She also discussed security issues with respect to Pride Cleaners. A Washington Street resident contacted the Security Committee regarding people living in/around Pride Cleaners and coming over the backyard fence into yards and unlocked vehicles on at least two occasions. The resident also contacted Titan Security. Thurman contacted Sergeant Hanriot, Titan Security, WABA, and KCPD CIO Officer Masterson. Officer Masterson checked the Pride Cleaners building and discovered that the building was not secure, with evidence of people having been in the building. The building's owner was contacted to secure the building. Sergeant Hanriot reported that he also checked on the building and around Washington Street. Thurman noted that Sergeant Hanriot has been valuable in addressing neighborhood concerns, including loiters. There is good coordination between the Community Policing Action Cooperative ("CPAC"), Titan Security, KCPD, and the Security Patrol. Thurman noted that WABA and CPAC meetings have been paused during the stay-at-home and it is unclear when the meetings will resume.

Bader inquired as to whether there has been a notable increase in property crimes during the stay-at-home order. Thurman responded that it has been fairly quiet in the Kansas City area with respect to property crimes. Thurman continues to monitor neighborhood Ring updates and contacts Hanriot to confirm any reports. She noted that even as people remain at home, people are leaving doors and vehicles unlocked and items out in the open. However, there has been no noticeable increase in crime in the Kansas City area since January 1, 2020.

Next, Murray reported on Membership Committee activity, which was provided to the Board via email prior to the meeting. With respect to the Mid-Year Membership Drive letter, Murray will compare the mailing list to newly paid memberships to evaluate its success. He noted that he mailed a total of 75 letters and two were returned. Murray also noted that he responded to 4-5 emails from residents believing that they had paid dues in response to the letter.

Murray noted that last year the Board extended the Mid-Year Membership Drive for one additional month because the WPHA had events to serve as further marketing. This year, there are no events in the next month due to the stay-at-home order. Thus, Murray is unsure of how many additional memberships an extension will encourage. He noted that he has no objection to maintaining the \$75 Platinum membership price, but he proposed moving the price of a Platinum membership back to \$110 to maintain the integrity of the drive. He expressed his concern that residents may begin waiting until the mid-Fiscal Year to pay for memberships if it becomes common practice.

Anderson suggested that the Board extend the Mid-Year Membership Drive through the stay-at-home order given that it is easier to contact people as they remain at home. Tillotson concurred with Murray's concern that if the Board extends the drive every year then residents will just wait until the drive to pay for memberships.

B. Michael McFarland noted that it is possible that residents will wait in the future to pay for memberships, especially if the larger events are not until after the drive. However, he concurs with Anderson's point and believes an extension reflects sensitivity surrounding the Covid-19 pandemic. McFarland proposed extending the Mid-Year Membership Drive through April. He further noted this is similar to the businesses that are running specials during the Covid-19 pandemic.

Tillotson suggested that if the Board extends through April that the announcement should include information regarding the reason for the extension so that residents know it is in response to the Covid-19 pandemic. Alison Baker concurred and noted that it would be a positive to offer an extension given the impact of the pandemic. Bader echoed Tillotson's suggestion and further suggested that the announcement clarify the price is for memberships for the 2019-2020 Fiscal Year. Secretary Amanda Rhodes concurred in extending the Mid-Year Membership Drive through April.

Murray noted that the Board is in agreement that the Mid-Year Membership Drive should be extended through April. He and McFarland will work together to coordinate messaging to residents.

Next, Bader reported on Beautification Committee activity, which was provided to the Board via email prior to the meeting. She noted that the recent water main replacement project resulted in damage to the island at 75th Street and Bellevue/Madison maintained by the WPHA. Bader has contacted the city but there has been no direct communication regarding this issue given Covid-19. Bader stated that she has received no reports from Complete Turf and Landscape ("Complete") regarding the island, but it is unclear whether Complete has had conversations with city. Finally, Bader reminded the Board that the mums supplier for the Mums Sale this past year has passed away, so she will be looking for new wholesaler. She will follow-up with potential suppliers after the stay-at-home order expires.

McFarland then reported on Communications Committee activity, which was provided to the Board via email prior to the meeting. He noted that the Communications Committee had a busy March. In addition to the regular monthly newsletter, the committee also distributed two event flyers, a Mid-Year Membership Drive email, a Covid-19 email, an email regarding the Harvesters Food Drive cancellation, and an email regarding the Easter Egg Quest. McFarland noted that the April newsletter was emailed to residents this past Friday. The May newsletter will be emailed to residents on Friday, May 1st.

Bader thanked McFarland for his work this month and inquired as to the open rate percentages on the WPHA emails. McFarland responded that the WPHA open rate percentages are good. In fact, Mailchimp (the WPHA email platform) says they are great percentages. McFarland noted that they are consistent from month-to-month, even including the past month where the WPHA sent numerous emails. Murray concurred with McFarland's assessment, and noted that the industry standard in marketing is a 20% open

rate, higher with freebies, so the Board should be pleased with the open rate on WPHA emails.

Baker inquired as to how McFarland determines the open rate on WPHA emails. McFarland responded that the open rate percentage on a particular email comes directly from Mailchimp. He noted that Mailchimp also provides the click rates for links embedded in a WPHA email and tracks un-subscribers and new subscribers.

Next, Bader requested updates on recent and upcoming events. Murray reported on the Easter Egg Quest and noted that the event went well, especially considering it was organized at the last minute. He noted that approximately 100 homes participated in the coloring and 10 homes submitted for prizes. The WPHA received many thank you notes from residents in response to the event. Murray will draw the winners tomorrow and follow-up with them via email. He will also email Brookside Toy & Science and request mailing of gift certificates. Murray noted that one resident expressed concern on McFarland's Nextdoor post regarding the event and suggested cancellation. It appeared that the resident was unclear on how the event worked (i.e., that it was not a neighborhood gathering, but an opportunity for kids to look for eggs as walking the neighborhood). Murray noted that there was no additional pushback from residents on the event.

Murray then reported on additional spring events. Long-Time Resident Appreciation, Dumpster Day, and the Harvesters Food Drive have been postponed. Murray noted that there is strong consideration for moving Long-Time Resident Appreciation to 2021 as Covid-19 concerns will likely remain in the area after the stay-at home order expires. Many long-time residents are older in age and the Board does not want to put any residents in harms' way. Murray noted that he has received 3-4 voicemails from residents who do not have email and received the flyer delivered to their home. Murray expressed excitement that the WPHA has reached residents who are not online and noted that he will call those residents once more details are known regarding the event.

With respect to Dumpster Day, Murray noted that the event can happen anytime and there are no logistical concerns with indefinitely postponing. Murray stated that the decision regarding Harvesters Food Drive is up to Bader, as that event is more logistical in nature.

Maureen Hardy called in at 7:34 pm.

Bader then discussed the Long-Time Resident Appreciation event. She noted that without definitive treatment or adequate testing for Covid-19, she considers it high risk to have the event in 2020. Bader proposed postponing the event to 2021 instead of trying to hold the event later in 2020. Anderson and Rhodes concurred. McFarland noted that he was also in favor in postponing to 2021 given that the fall is already crowded with WPHA events. Tillotson, Hardy, and Baker all agreed that the Long-Time Resident Appreciation event should be postponed to 2021.

Murray stated that he will work with McFarland to create messaging to inform residents that the event will be postponed to 2021. He further suggested that the Board include this information with the next flyer, for those residents that do not have email. Tillotson also suggested that the Board request length of residency with its annual membership mailing in the fall.

Bader inquired as to whether the May Thirsty Thursday event will be postponed as well. Murray responded that the May Thirsty Thursday event is canceled and will not be rescheduled. Currently, there is another Thirsty Thursday scheduled for June. Murray stated that if Covid-19 concerns continue into the summer, a Thirsty Thursday will be canceled as necessary, not postponed.

New Business

In light of the stay-at-home order and Covid-19 concerns, Murray discussed the potential use of G-suite (hosted by Google) by the WPHA. G-Suite provides various solutions for the WPHA as an alternative to meeting in person. It serves as a conference bridge tool for organizations, and would give the WPHA the ability to host a teleconference and allow attendees to dial-in. Additionally, G-Suite also provides business email accounts, shared calendar systems, and a shared office suite (for the purposes of sharing documents, spreadsheets, etc.). Murray noted that the cost of G-Suite for the WPHA would only be \$6 a month. It would allow the WPHA to host a 100-participant conference call (instead of individual people calling the phone of an in-person attendee), and Murray noted this would allow the Board to open meetings to residents who cannot attend meetings in person. With the email feature, Board members could have WPHA email addresses. Murray noted that for the WPHA's immediate needs, the conference call bridge feature is appealing. The current meeting is hosted on the professional Zoom account of a Board member, and that is not a long-term fix. Murray further noted that there is no contract for G-Suite and no installation/set-up fees, so the WPHA could cancel at any time.

Murray proposed the WPHA engage G-Suite to meet the needs arising out of Covid-19 concerns. Anderson agreed that the WPHA should engage G-Suite. Baker inquired as to the limitations on number of users. Murray noted that a conference call is limited to 100 participants, which should be more than sufficient. With respect to WPHA email addresses, G-Suite permits more email addresses than the WPHA would realistically need. When someone leaves the Board, s/he can be removed from the G-Suite email server and a new person can be added.

Baker further inquired as to whether G-Suite could be used for committee meetings and things beyond monthly Board meetings. Murray responded that G-Suite could be used for various meetings. It operates similar to Zoom, and the organizer will have an administrator code and password capabilities.

Tillotson, Rhodes, McFarland, Hardy, Bader and Baker expressed approval in engaging G-Suite. Murray will engage with the salesperson at G-Suite and follow-up with the Board if there are any stipulations/hidden terms. Once G-Suite is implemented, Murray will conduct a test conference call to address any issues prior to the next Board meeting.

Next, Bader discussed the Covid-19 pandemic and its implications for the WPHA. She proposed that the Board meet via teleconference in May and all Board members agreed. Bader inquired as to how Board members wanted to approach May and June WPHA events. Bader opined that all May events should be canceled.

Baker inquired as to what events are currently scheduled for June. Murray responded that the current June events are a Thirsty Thursday and the Hawaiian Ice Truck. Baker further inquired as to whether the Hawaiian Ice Truck could be rescheduled. Murray noted that the event could be rescheduled as he has not yet scheduled the truck. McFarland inquired as to how far in advance the Board needs to schedule the truck. Murray responded that there is a fleet of trucks and the Board would probably need to schedule the event at least two weeks in advance (given Covid-19 cancellations). McFarland proposed waiting until the May Board meeting to make a determination on the Hawaiian Ice Truck event. He stated that one issue may be communication on the event if it is postponed. McFarland agreed with Bader that there should be no WPHA events in May. He further noted that if the stay-at-home order is lifted by the end of May, the Board could consider having an event in June. However, the Thirsty Thursday event may be dependent on Dodson's and any restrictions on bars/restaurants.

Anderson, Rhodes, and Tillotson concurred with McFarland's suggestion to revisit the Hawaiian Ice Truck event at the May meeting. Murray noted that the WPHA Garage Sale is scheduled for May. Other than the calendar mailing, there has been no marketing for this event. Murray inquired with Hardy on how to approach the event. Hardy noted that the WPHA usually does not do much advertising for the Garage Sale and the planning is minimal. The WPHA sets the date and residents can choose whether to sell. The Board unanimously agreed to cancel the Garage Sale. Murray noted that he will work with McFarland to put communication in the May newsletter alerting residents that all May events are canceled. Murray will initiate a discussion at the May meeting regarding the Hawaiian Ice Truck event.

Next, Rhodes discussed the Bylaws, which were revised at the February meeting. Rhodes will distribute an unsigned copy to the Board and McFarland can place on the website. The Bylaws will be executed at the next in-person meeting of the Board, however they remain effective as of the date of adoption (the February meeting). Both Rhodes and Tillotson will maintain signed copies of the Bylaws and the Bylaws will also be scanned for the WPHA's electronic records.

Bader then discussed a Type 2 Seasonal Short-Term Rental Permit application for a home in the neighborhood. The home is at 1259 West Gregory. Under the short-term rental rules, a seasonal application means the home is rented for less than 95 days total and less than 30 days for each specific rental. Bader noted that there are likely other short-term rentals in the neighborhood that have either not applied for the necessary permit or have not notified the WPHA. Bader stated that the city does not have the resources to regulate short-term rentals.

Tillotson noted that the applicant is required to notify any homeowners association, and that is the reason that the WPHA received notice. Bader stated that there is no opportunity for approval or disapproval, this is merely just a notice to the WPHA. Tillotson noted that she has the original notice and can forward a copy if anyone is interested.

Next, Rhodes noted that she distributed a revised Board member and volunteer contact list. She further requested that Board members email her with any additional revisions.

Baker then discussed the discount card. She noted that she and Laura Lavallee have not made much effort recently given Covid-19 and its impact on area businesses. She is concerned with asking businesses right now as they are suffering and inquired as to whether the discount card should be tabled for six months. McFarland noted that some businesses may be more receptive to being included on a discount card as it will bring patrons back. Tillotson inquired as to how to approach businesses if they are closed or operating on limited hours. McFarland suggested that any outreach wait until July/August, depending on Covid-19 concerns. If the WPHA can get businesses to commit around then, that information could be added to the annual membership mailing in the fall. Bader agreed with this approach and deferred to Baker and Lavallee on when it is appropriate to visit businesses. Baker noted that the discount card would not be pushed out until the fall, but the concern is getting responses. Bader deferred to Baker on logistics of the outreach. McFarland noted that even if only a few businesses commit by the time of annual membership mailing, the website can be updated to reflect new commitments (and language referring residents to the website for updates can be highlighted in the mailing). Baker thanked the Board for its feedback and suggestions.

Finally, Bader thanked everyone for their patience with the Zoom meeting. She further thanked DeMasi for joining and noted that she will follow-up with him to discuss his interest in the WPHA.

Meeting adjourned at 8:09 pm.

Minutes submitted by Amanda Rhodes.

*** This meeting was held via Zoom pursuant to the [Covid-19 stay-at-home order](#) issued by Mayor Quinton Lucas on March 21, 2020.**