

	<p style="text-align: center;">Board Meeting Minutes Sept 7, 2021 Waldo Area Business Assoc. 7222 Wornall Rd, KCMO 64114 Also held via G-Suite Conference Call</p>
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Board members present: President Nancy Bader, Vice President Richard Murray, Secretary Amanda Rhodes, Treasurer Gaye Tillotson, Alison Baker, Alex DeMasi, Maureen Hardy, B. Michael McFarland

Board members absent: Becky Schubkegel

Other attendees: Linetta Thurman

Meeting was called to order at 7:06 pm by President Nancy Bader. A quorum was present.

Guest Introductions: none

Minutes from the August 3, 2021 Ward Parkway Homes Association (“WPHA”) Board meeting were reviewed. Bader moved to approve the minutes, and Vice President Richard Murray seconded. The August 3, 2021 minutes were unanimously approved.

Alison Baker noted that she had expressed concerns with the Record Keeping Policy (the “Policy”) prior to the August 3, 2021 meeting via email as she was unable to attend the meeting. She inquired whether the Board had further discussed those concerns at the August 3, 2021 meeting. Bader noted that no members expressed those concerns or similar concerns and the Policy was unanimously adopted. Baker noted that her primary concern was that she requires access to the membership list for the Discount Card project and holiday homes. Murray responded that Baker will be provided access to the membership list upon request.

Next, Treasurer Gaye Tillotson reported on financials, which were provided to the Board via email prior to the meeting. Member dues paid to date are \$10,415.96 (286 homes: 209 Platinum memberships and 77 Gold memberships) and Security Patrol dues paid to date are \$12,600.86. Total income over expenses for Fiscal Year 2020-2021 currently stands at \$2,765.74. Tillotson noted that she recently had a new monthly membership, which she will apply to the 2022 Membership Year.

Linetta Thurman then noted that she did not have anything to report on with respect to the Security Committee report for this meeting.

Next, Murray reported on Membership Committee activity. He noted that the membership mailing has been sent to Almar Printing and it should be returned this

week. He further noted that to save expenses, he will be coordinating a small group to stuff and mail the envelopes. Murray also noted that he recently completed a test with the new Zettle card readers and that the readers are ready for the Mums Sale this weekend and for collecting memberships at future events. He noted that he secured two free Zettle card readers from PayPal, which means that the WPHA now has four total Zettle card readers.

Murray then discussed the welcome kit relaunch. He noted that the Membership Committee has modified the substance of the welcome kit. It is now a folder and will be mailed to new residents starting in October. Baker inquired as to how the Board member will be sure to meet new residents face-to-face. Murray noted that in the past few years it has been difficult to actually meet people face-to-face and engage with them because typically people were not home or answering their doors. Baker then inquired as to whether the welcome kit was worth the expense. Murray responded that over the past few years the welcome kit has generated about 10-15 new memberships. He noted that the welcome kits generate a lot of activity at any upcoming events. He further noted that the expense has been reduced for this coming year because the committee has removed the high cost items. Bader noted that in her opinion introducing the WPHA to new residents is important, even if the resident does not immediately become a member or attend an event. She further noted that a welcome kit is a good first introduction to the organization.

Next, Murray discussed the 2022 Events Calendar. He noted that he will send a draft of the calendar via email about a week or so before the October meeting so that Board members can confirm dates and notify him of any conflicts.

Bader then noted that she did not have a Beautification Committee report for this meeting.

Next, McFarland reported on Communications Committee activity. He noted that he plans to send out the newsletter tomorrow morning and requested that Board members provide him any last minute revisions this evening. McFarland then discussed the Mission Statement, Vision Statement, and Core Values. He noted that all Board members were invited to a workshop in August where those in attendance crafted these statements. He thanked those members who attended. McFarland noted that the statements will be presented in the upcoming newsletter. Baker suggested adding a development date to the statements. McFarland thanked her for the suggestion and noted that he will add a development date.

Events Update

Murray then provided an update on the Mums Sale. He reminded the Board that the event is this Saturday and that there will be a discount this year for members (however anyone will be able to purchase mums). He encouraged everyone to arrive early if they would like to purchase some mums. Murray thanked the volunteers for working the event, including Terri Hage who will be co-chairing the event with Bader.

Next, Murray provided an update on Dumpster Day. He reminded the Board that the event is Next Saturday and is for WPHA members only. He noted that Ward Parkway Presbyterian Church has graciously rented a second dumpster, so there will be two dumpsters on site. He encouraged Board members to look at the exclusions list prior to coming to the event.

Lastly, Murray discussed Neighborhood Night Out (“NNO”). He noted that it is scheduled for Sunday, September 26th. It will take place at District. Pour House + Kitchen in the back patio area (and the side room if needed with the weather). He noted that it will be similar to prior NNOs.

New Business

Murray provided an update on the WPHA’s classification with PayPal. He noted that for several years now PayPal has incorrectly classified WPHA as a small business instead of a non-profit. He further noted that he and Tillotson are working with PayPal to get this matter corrected. Murray noted that the non-profit rate is significantly better than the small business rate, so the WPHA should see a significant decline in the fees paid to PayPal. He further noted that he hopes to get the matter resolved prior to the membership mailing going out.

Bader then opened discussion on the 2022 Budget, which was provided to the Board via email prior to the meeting. She asked if any Board members had specific questions on particular line items. Baker inquired as to the line item for Hale Cook adopt-a-classroom because the adoption drive is currently going on. Murray noted that he will reach out to the PTA to discuss this matter. Bader noted that it is not coming out of the 2021 Budget because the Finance Committee aims to end the 2021 Fiscal Year with the least amount of deficient as possible. Baker then inquired as to whether the branded merchandise was based on resident feedback. Murray noted that the four items in the 2022 Budget are the top four items as reflected by the resident survey. Baker then inquired as to potential additional expenses allotted to Membership Committee. Murray noted that this line item is for miscellaneous expenses that might arise. An example from this year would be the Zettle card readers. Baker then inquired as to the ticket benefits for a Diamond level membership if the events do not take place. Murray noted that if the WPHA cannot host events, then those benefits will not be used. However, he further noted that he does not anticipate this to be an issue as the ticketed events take place in the spring and summer.

After discussion, Bader moved to adopt the 2022 Budget as present, and Secretary Amanda Rhodes seconded. The 2022 Budget was unanimously adopted.

Bader then noted that this will be her last meeting as the President of WPHA. She noted that the WPHA has accomplished a lot in the past three years, even with Covid-19 concerns. She expressed sincere thanks to the Board members and many volunteers who have served the WPHA over the past three years. Bader noted that she is confident in the ability of the WPHA to grow as an organization. She

reminded Board members that she will be transferring leadership at the October meeting and leaving the Board at that time. She noted that she is responsible for emailing ballots to all 2022 members. Bader stated that since there are only eight candidates, she anticipates that all candidates will be elected to the Board for the 2022 Fiscal Year. She noted that after the election of Board members, she will facilitate the election of officers.

Meeting adjourned at 7:36 pm.

Minutes submitted by Amanda Rhodes.