



## Board Meeting Minutes

Oct 5, 2021

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

**Board members present:** President Richard Murray, Vice President Amanda Rhodes, Secretary Alex DeMasi, Treasurer Gaye Tillotson, Drew Rogers, Allison Baker

**Board members absent:** Maureen Hardy

**Other attendees:** Nancy Bader

Meeting was called to order at 7:00 pm by President Richard Murray. A quorum was present.

**Guest Introductions:** none

### **Election:**

There were 103 ballots sent to residents in this year's election. There were 101 electronic ballots and 2 paper ballots. Of the 103 ballots, WPHA obtained 29 electronic responses and 1 paper response. This equaled a 29% response rate, which is historically a great response rate and higher than last year.

The Board of Directors for FY2022 include the following: Alison Baker, Alex DeMasi, Maureen Hardy, B. Michael McFarland, Richard Murray, Amanda Rhodes, Drew Rogers, and Gaye Tillotson. The Executive Board is made up of the following board members:

President – Richard Murray  
Vice President – Amanda Rhodes  
Treasurer – Gaye Tillotson  
Secretary – Alex DeMasi

Murray thanked Bader for her years of service. At the end of FY2020, the WPHA was in a \$5,000 deficit. At the end of FY2021, the WPHA saw an approximately \$1,100 surplus. Bader will maintain nominations and elections for the next election cycle so that the election is entirely out of the hands of the directors.

Murray moved to approve the minutes. Rhodes seconded. The September minutes were approved. There was no opposition.

### **Finance Committee:**

Gaye Tillotson reported on the financials. There were no questions from the September 7, 2021 meeting. The 2021 Mums sale

There are 139 new members for this year. A majority of these new members either signed up or renewed their membership before the start of the year, which was October 1<sup>st</sup>. Of the 139 members, there were 47 Gold members, 55 Platinum members, and 37 Diamond members.

Of the 139 members, 51 paid through PayPal. Of the 139 members, 92 paid for KCPD street patrol. The total income from memberships to date is \$15,093.84. There has been no negative feedback about the membership price increase.

### **Security Committee:**

Murray reported that there was a proposal presented at last month's Waldo Area Business Association ("WABA") meeting whereby the WABA security meetings would move from monthly to quarterly meetings. The proposal would also limit attendance at these meetings to businesses only. This will restrict homeowner's associations from attending. Murray will send WABA our thoughts on this. For FY2022, Linetta Thurman is no longer on this committee. Murray will stand in Thurman's place but will look for another person to takeover this role.

Change to WABA security meeting – proposed last month by current president of WABA (owns yoga studio across from summit). Considering changing security meeting – we will send Natalie with our thoughts on it. They want to have it quarterly and only invite business; not HOAs and monthly. Lynetta is no longer on the committee. Richard will be the board sponsor for now, but will look for another person to fill in.

### **Membership Committee:**

Murray reported that WPHA has exceeded expectations on Diamond-level memberships. The next bulletin will have an emphasis on the annual membership drive. Overall, we have received positive feedback on memberships.

A new order for pint glasses will be ordered. These new pint glasses will have the new WPHA logo on them. They will cost approximately \$2 per glass. There are 37 pint glasses to be delivered to new members. Murray will ask for board members to help distribute glasses based on address.

The WPHA will relaunch the welcome kits in November 2021. The major change will be that the welcome kits will be mailed instead of trying to track down the new homeowners when they are home. Thurman will maintain ownership of the welcome kits.

### **Beautification Committee:**

Bader asked for questions. There were no questions. Mum sale went over great. Bader will look into adjusting marketing for FY2022 to increase sales in Mum Sale.

Alison Baker suggested selling mums earlier in the year to compete with big box stores. Murray thanked Waldo Greenhouse for their support. Waldo Greenhouse has secured mums for WPHA at a discounted rate. Ward Parkway Presbyterian allowed us to use their parking lot for the sale.

### **Communications Committee:**

B. Michael McFarland sought questions. No questions were asked.

### **Events Committee:**

Murray presented feedback on Neighborhood Night Out. This event went over very well. There were 50+ attendees. The WPHA had District Pour House to itself, which WPHA

appreciated. Murray reported seeing a lot of new faces at this event. There were 12 memberships generated from this event. There were 4 memberships generated at the dumpster event and 6 at the Mums Sale.

Murray called for questions. A question was asked about how Dumpster Day went. Dumpster Day went well. There were approximately 20-25 people who attended and used the dumpster.

Murray will start training others on how to use the card reader for future events.

Murray called for additional questions. No additional questions.

### **New Business:**

Murray called for feedback on the events calendar. This was presented to the membership present. The Events Committee for FY2022 will include Rhodes, DeMasi, Murray, and Rogers.

DeMasi presented an update on the FY2021 PIAC Request. The WPHA 2021 PIAC Request was partially approved. Sidewalks on Madison Avenue from 72<sup>nd</sup> Street to 74<sup>th</sup> Street (both sides) will be replaced. It is unknown when the Madison Avenue sidewalk replacement will begin. DeMasi will inquire and provide an update.

Murray noted there is a condemned home on Gregory Boulevard. The address of this home is 1005 W. Gregory. The Board will work with the City to address this issue as this has caused pest control issues for neighboring properties.

Baker provided update on Holiday Committee. Holiday Caroling may happen and Holiday Homes judging will take place this year.

Meeting adjourned at 7:45 pm.

*Minutes submitted by Alex DeMasi.*