



Board Meeting Minutes

Dec. 7, 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, B. Michael McFarland, Alison Baker, Maureen Hardy, and Drew Rogers.

Board members absent: None.

Other attendees: Jim Anderson

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

Guest Introductions: None

The November 2021 minutes were approved.

Finance Committee:

Gaye Tillotson reported that the WPHA is 40 memberships ahead of where it was at this time last year. There are 246 memberships to date.

Richard Murray reported that, at this time, there will not be a push for memberships until January 2022.

Security Committee:

Richard Murray attended to most recent WABA security meeting. There are no updates at this time regarding WABA's intended changes in security meeting format for the upcoming year.

Richard Murray reported that the concerns regarding 7444 Summit have been shared with WABA. Richard Murray also reported that there were 2 auto accidents outside of this residence in the past thirty days. Alex DeMasi has prepared a list of code violations and will draft letter on behalf of WPHA addressing these concerns to the homeowner.

Membership Committee:

There are no new updates from this committee at this time.

Beautification Committee:

Nancy Bader prepared a report on behalf of the Beautification Committee. Jim and Mary Ann Anderson are taking the lead on managing the main island on 75th Street (between Belleview and Madison) and are coordinating volunteer efforts for the two other islands in the

neighborhood (75th St & Terrace and W. 72nd Terr and Terrace). Jim Anderson reported that there is a new boulder on the main island. This boulder was replaced by the City after the previous rock was damaged.

Communications Committee:

B. Michael McFarland reported that the 2022 Membership Form will go out in January 2022. The events postcard was previously circulated in November.

Events Committee:

Richard Murray will be requesting city funding for the events committee from the Neighborhood Tourist Development Fund (“NTDF”). This will require the disclosure of WPHA financials for the three previous years. The WPHA previously submitted the application for this funding. The ultimate goal with the NTDF is to obtain funding from the City for the Spring Festival and Summer Picnic. These will be events that are open to the neighboring areas and will include other organizations (Hale Cook, local churches, local businesses, KCPD, KCFD, etc.).

Jim Anderson and Alison Baker asked who is responsible in procuring liability insurance. Richard Murray confirmed that WPHA has already procured the requisite insurance for these events.

Alex DeMasi inquired about the total amount requested from NTDF. Richard Murray indicated that this amount was approximately \$4,000. Murray confirmed that this committee will keep the Board updated on more details as they come.

Alison Baker presented on the Holiday Caroling event. Baker confirmed that there will be hot cocoa and snacks provided at Ward Parkway Presbyterian. The group plans to meet at the church and carol through the west side of the neighborhood.

New Business:

Alison Baker presented on the WPHA discount cards. The discount cards have been printed and will be circulated. Baker reported that there was no budget allocated for larger cards. The committee had feedback that a bigger card would not fit well in a wallet.

Richard Murray confirmed that a survey will go out to track the use of the discount cards. Alison Baker reported that a new member joined this committee to assist in a redesign effort on the card. Baker obtained feedback that WPHA members were not interested in a bigger card. Baker will have the committee think ahead and revisit this issue for next year.

Amanda Rhodes asked Baker what new discounts people were looking for and what current discounts were residents utilizing. Rhodes proposed that it would be better to eliminate the businesses that people are not using from the card.

Alison Baker requested that WPHA promote the discount card more. Alison Baker indicated that it was not listed in the “Top 10 Reasons to Renew Your Membership.” Baker believes we will not get accurate data in a survey about the discount cards if the survey is not promoted by WPHA. Richard Murray indicated that the earliest the WPHA release the survey would be in January based on the newsletter publication dates. Baker requested to wait until February or March or later as people need time to receive and use the cards and time for the board

to promote the cards in additional materials such as membership and newsletter before sending survey.

Alison Baker asked the Board if anyone had used the discount card in 2021. Rodgers, Anderson, McFarland, Murray, Rhodes, and DeMasi reported that they did not use the discount card in 2021. Maureen Hardy confirmed that she used the discount card at Geo's Cheese, Soap Refile Station-KC, and Waldo Pizza.

Drew Rogers asked Baker if there was a QR code WPHA members could use. B. Michael McFarland confirmed that there was not a QR code and that the WPHA needed to keep the discount card process simple for all members. Richard Murray asked the Board whether it was trying to solve a problem that is not actually a problem. Murray emphasized the importance of conducting a survey and obtaining empirical data on its use.

B. Michael McFarland asked Baker how much time she spent on the discount cards. Alison Baker confirmed that she spent a lot of time during the first year of this project but did not spend much time the second year of it. McFarland suggested that it may be a better use of resources to seek partnerships with these businesses for the Spring Festival and/or Summer Picnic.

Richard Murray reported that the WPHA will lean into publishing the survey in the January newsletter and reassess in the February with the results of that survey.

Jim Anderson reported that there are continued complaints of critters at 1005 W. Gregory Blvd. Alex DeMasi reported that concerns regarding 1005 W. Gregory Blvd and 7444 Summit Street will be brought to the 6th District Councilmembers' attention.

Maureen Hardy will send photographs of damaged sidewalks at 71st and 72nd to DeMasi for 2022 PIAC request.

There was no additional new business discussed. Richard Murray moved to adjourn the meeting, which was seconded by Amanda Rhodes.

Meeting adjourned at 7:44 pm.

Minutes submitted by Alex DeMasi.