



Board Meeting Minutes

March 1, 2022

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

Board Members Present: President Richard Murray, Secretary Alex DeMasi, Treasurer Gaye Tillotson, B. Michael McFarland, Alison Baker, and Maureen Hardy.

Board Members Absent: Vice President Amanda Rhodes and Drew Rogers

Other Attendees: None.

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

Guest Introductions: None.

February Board Minutes were approved.

Finance Committee: Gaye Tillotson confirmed that WPHA obtained two new members this month. Otherwise, not much of an update. In the past month WPHA paid the off-duty KCPD for security patrol. The outstanding obligations on the WPHA credit card are \$418.96, which includes the down payment on the train for the Spring Festival, certified letter charges for the letter addressed to 7444 Summitt, Google, and storage fees.

Richard Murray informed the Board that there is a new storage facility coming up South of Sutherlands. Murray advised that the Board will look into whether there may be a cost savings by switching storage facilities.

There were no questions for this committee.

Security Committee: WPHA had found two addresses for the owner of 7444 Summitt. In February, a letter was sent to both addresses advising the owner of the security concerns at 7444 Summitt.

There was an incident at the 7400 block of Jefferson on February 27th. An email was sent out by the Communications Committee addressing this incident a few days later. There has been no feedback from KCPD regarding this incident. There has been no feedback from the neighborhood. B. Michael McFarland confirmed that the Communications Committee received no emails regarding this incident.

Alison Baker advised that she heard comments from her neighbors after the incident. Baker asked if the Board was publishing statistics regarding criminal activity in the newsletters. Murray advised that KCPD cannot break down these statistics by neighborhood. Statistics are accessible through the KCPD website, however, are not broken down by neighborhood. KCPD used to have statistics for the neighborhoods that were pulled by the Board for the newsletter, however, this does not happen anymore.

There was no representation at CPAC this month. WABA has not had a security meeting for 3 months. The Board still has regular communication with WABA, however, there just have been no security meetings.

No further questions for this Committee.

Membership Committee: WPHA will push a midyear membership drive and issue letters to all those who have not renewed from last year. All paperwork, envelopes, and postage will come from supplies on hand so that the budget will not be impacted.

The roster migration from Microsoft Excel to Google Sheets is complete. Lynn will be updating the roster.

No questions for the Membership Committee.

Beautification Committee: There were no updates from this Committee. Murray advised that Nancy Bader will be planning what to plant in the monument in the Spring.

Communications Committee: B. Michael McFarld issued a report to WPHA on recent KCMO ordinance changes. This report had a 70% open rate. The shooting update also had a high open rate. Specific details regarding recent communications are contained in the report attached to the Board Packet.

Events Committee: Richard Murray provided an update on merchandise to be sold at the Spring Festival. Murray advised that the Committee has ordered cups, hoodies, and is in the process of ordering T-shirts. The cups and hoodies will be sold at the Spring Festival. The T-shirts are the volunteer T-shirts. There is a minimum of a 25% markup on the goods sold at the Spring Festival.

DeMasi asked the Board was allowed to sell merchandise at a profit given its status as an organization. Murray confirmed that Rhodes researched the issue and confirmed it was permitted.

Murray then confirmed that the previously planned Taste of Ward Parkway will not take place because WPHA cannot give away free food since WPHA cannot handle food preparation guidelines imposed by the City. To pivot, WPHA will add more carnival games at the Spring Festival, which will end up costing less than hosting the Taste of Ward Parkway during this event.

Becky Schubkegel will be reaching out to volunteers this week. We will need about 25 volunteers for the Spring Festival. All volunteers will receive a T-shirt and lanyard with their names on them.

Baker asked about the cost per attendee at this event. Specifically, Baker wanted to know what the petting zoo, train ride, etc would cost and advised that the WPHA should put a flyer out that advertises these costs. Murray advised that WPHA communicated to others that there are fee-based events in the newsletter. WPHA has not landed on exact costs yet because entertainment is still being booked. WPHA likely will not spell out specific prices at this time because it does not want to make commitments it cannot meet.

There were no other questions for this Committee.

Other Updates:

Murray advised that the Discount Survey results came in. There was a strong response rate. Waldo Pizza was the most popular business identified in the survey. Most have not used the discount card, many reported that they found little value in it.

McFarland asked the Board if it was worth the expenses and volunteer time. Currently, WPHA allocates around \$300 in costs to discount cards.

Baker advised that she found that neighbors love the card, use it, and that she does not want to discontinue it. Baker feels that the Board did not give the discount card enough marketing to encourage people to use it. Originally, Baker proposed to sell it to members. The WPHA Board decided not to sell it. Baker reminded the Board that Christ the King, St. Elizabeth's, and others were all selling them for \$10 per card and that many people were buying multiple cards to give as gifts. She advised that the Board could recoup its costs very quickly with this approach.

McFarland advised that if the discounts are not on a smartphone application that people likely won't use them. Baker suggested again that the discount card was not marketed enough. McFarland advised that no one is against the idea of the discount card, but the reality is that people are not using it. 60-70% of people surveyed said that they do not use it.

Baker suggested that discount card use will be higher given the upcoming spring and summer season and given that COVID-19 concerns are down. DeMasi reiterated that the season will not affect card use when most members surveyed indicated that they do not use it. Baker suggested that WPHA wait and see if more people use the card this spring and summer.

Murray advised that the empirical data does not lie. The survey was sent to all 230 members who have cards. 40 responded (which is a good rate), and most told us that they do not use the discount card.

Murray moves to vote on the discount card's longevity past 2022. DeMasi seconded. Baker voted against; Hardy abstained. The motion passed 4-1.

There is a KCMO Sidewalks Program on March 15th that DeMasi will attend.

Communications will issue an update on the new proposed KCMO ordinances regarding property lines. DeMasi and McFarland both advise that this should be kept informative and that the WPHA should not take an opinion. McFarland moves for a motion to take a neutral position on the ordinance. Richard seconds this motion. Baker and Hardy abstain. The motion passed 4-0.

The meeting was adjourned at 8:00 p.m.

Meeting minutes submitted by Alex DeMasi