



Board Meeting Minutes
September 6, 2022
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, Drew Rogers, Alison Baker, Maureen Hardy

Board members absent: None

Other Guests: Jim Anderson and Jordan Glasgow

The September 6, 2022 meeting was called to order at 7:01 p.m. by President Richard Murray. A quorum was present.

Richard Murray moved to approve the August 2022 meeting minutes. B. Michael McFarland seconded. The August 2022 minutes were approved.

Finance Committee:

Gaye Tillotson reported that one member dropped after 6 months as a monthly member. The credit card bill was recently paid. Tillotson anticipates the State Farm bill to come in and be paid in October.

Richard Murry previously circulated the proposed 2023 budget last week and called for questions. Alison Baker asked McFarland about the communications committee's software budget. McFarland confirmed that website was no longer supported by WordPress and that the WPHA has to upgrade to Lynx. McFarland will look into upgrading the website to a new platform to ensure this cost can be covered within the requested budget.

Baker asked about the 1-time capital expenses on the budget, Murray advised that these were for things such a storage tubs, table weights, etc.

Baker noted that the Mums Sale had been a profit source for the WPHA and asked if the Board felt that the spring and summer events account for the extra revenue that will be lost from the mum sale. Murray reported that the mum sale brought in \$600 in revenue and that there is no offset for the mum sale quite yet. The mum sale profits for 2022 will carry over into 2023.

Baker asked if the Board had considered a microwavable/tumbler as opposed to the stainless-steel tumblers being used as the Diamond member gifts. Baker advised that it might be better to give something away that has multiple purposes.

Baker noted that the security budget was reduced by \$3,600 and asked if the Board overbudgeted in 2022? Baker's concern was that officers would need more money in 2023. Murray confirmed that KCPD is not increasing the price for security next year. Security came in approximately \$7,000 under budget this year due to staffing concerns with KCPD. Due to

the numbers coming out of the police academy this year, it is unlikely that KCPD will be fully staffed.

Baker noted that based on recent surveys that security was one of the most popular offerings for residents and that the Board is putting a lot of money into drinking events. Baker expressed a concern that the WPHA is offering too many drinking events. Murray indicated that he has not previously heard of this concern and will keep his ears open. Murray noted that most of the new memberships recently came from Thirsty Thursday events.

Baker asked about the Holiday Homes Party Bus. Murray reported that a big question that former members ask about is about the pub crawl from 2019. Murray reported that there was no intent to bring back the pub crawl and instead is testing out the idea of offering a party bus to travel through Brookside/Waldo to observe holiday lights. Tickets would be \$20 for members and \$25 for nonmembers.

Baker asked if there would be an option for another bus. She believes there would be a great amount of interest in this. Murray reported that, as of now, the events committee is looking at a 20-person bus but could send out a survey in October to see if another one is necessary.

Baker asked if there was an update on the monuments and if WPHA needed to hire island maintenance. Jim Anderson reported that he and his wife, Maryann, are taking care of the monuments. Aspen Lawn care has been taking care of the lawn. On Terrace, this is still an ongoing concern and the committee will need to figure out future plans for this monument.

Murray motioned to approve the 2023 budget. This was seconded by Amanda Rhodes. The 2023 budget was unanimously approved.

Security Committee: Anderson was involved in the last WABA Security meeting., Murray reported that this was extremely well attended. The main issues discussed were the homeless population on Wornall.

Anderson reported that the WABA Security Council is trying to include a city representative in the November WABA Security Meeting. Drew Rogers asked what the committee's thoughts were on the homeless issue. Rogers asked if there was any sort of resolution on this issue or if it was just generally discussed. Anderson reported that the owner of City Gym, who also owns rental property in the area, wants City Council to address the squatters in the area.

There were no other questions for this Committee.

Membership Committee: The mailings for 2023 membership should hit homes this weekend. Diamond membership will get stainless steel tumblers. Baker asked if the Paypal link was turned back on after it was previously shut off for new memberships because it was the end of the fiscal year. Murray confirmed that this link was turned back on.

No other questions for this Committee.

Beautification: Nancy Bader needed 10-15 volunteers for the mum sale. We will be taking new memberships at the event.

Baker asked if we had something better than banners advertising the mums sale given the recent trouble with banners being destroyed at the church. Murray reported that we have banners per Ward Parkway Presbyterian's request.

Communications Committee: McFarland reported no updates other than what was previously discussed regarding the website. There were no questions for this Committee.

Events Committee: Murray reported that 37 members attended the August Thirsty Thursday. Neighborhood Night Out will be finalized this week and is scheduled for later in September. District Pour House changed their hours of operation and so the event will be moved to a Saturday.

The 2022 Dumpster Day was moved to October, so it can be a membership drive event this year. We will go a size down this year given the large amount of space we had last year. You must be a member to use the dumpster.

Old Business:

Alex DeMasi reported that he submitted the 2023 PIAC Request. McFarland asked when we might hear back. DeMasi anticipates a response by April 2023.

New Business:

The WABA Fall Fest is coming up and WPHA Board members are encouraged to attend and wear their t-shirts if they feel so inclined.

Murray moved to adjourn; Maureen Hardy seconded. The meeting was adjourned at 7:35 p.m.

Minutes submitted by Alex DeMasi