



Board Meeting Minutes

October 4, 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, and Maureen Hardy

Board members absent: None.

Other Guests: Jim Anderson, Nancy Bader, Melissa Quearry

The October 4, 2022 meeting was called to order at 7:02 p.m. by President Richard Murray. A quorum was present.

2022 WPHA Election: Nancy Bader coordinated this year's election. All board members from the 2021-2022 board were re-elected. This year 155 electronic and 12 paper ballots were sent out. WPHA received 38 electronic responses and 6 paper ballots, which is approximately a 26% response rate. Bader reported that this was the highest number of ballots sent for an election, but the response rate was slightly lower than last year.

Murray thanked Bader for handling the logistics of the election. Bader reported that Richard Murray, Amanda Rhodes, Alex DeMasi, and Gaye Tillotson were the only board members who expressed an interest in running for an executive position. Bader presented the following slate for 2022-2023 WPHA officers: President – Murray, Vice President – Rhodes, Secretary – DeMasi, Treasurer – Tillotson. The slate was unanimously approved by the Board.

Murray moved to approve the September 2022 meeting minutes. Rhodes seconded. The September 2022 meeting minutes were approved.

Finance Committee: Tillotson included the year-end report in the board packet. Not all of the mum sale's expenses were included, so this number is slightly off. In addition, the \$15,000 that was invested should be deducted.

Tillotson reported that the WPHA received more memberships for the upcoming year – 170 memberships: 55 Go, 53 Diamond, 63 Platinum. The cost of the WPHA post office will increase this next year from \$188 to \$212. There is currently one credit card bill for approximately \$3,000. The November financials

will be reconciled with the subtraction of the \$15,000 investment and the mums sale expenses.

Security Committee: Murray reported that there are continued issues with the homeless near 83rd and Wornall. Murray reported that he does not see this issue resolving and that it will be ongoing because of the nearby parks. WABA has lost their overnight security guard and is working to get the vacant position filled.

There were no other neighborhood-specific security issues presented at CPAC this month. There were no questions for this committee.

Membership Committee: Murray reported that the Membership Committee has ordered the diamond membership gift, which is a stainless steel branded wine tumbler branded with the WPHA name and logo. The Board will distribute these this month.

Since the September 2022 meeting, B. Michael McFarland created 3 additional form emails to existing members for a second membership campaign after the initial mailers went out. There will be another push for memberships in December.

Communications Committee: The Communications Committee sent a lot of emails in the past month. Usually, a big blast in emails will cause people to “unsubscribe”; however, there were very few people who dropped. Alison Baker advised that membership mailer implies that all members contribute to security patrol and that Gold members do not do so. McFarland will review Top 10 graphic and determine if this can be clarified.

Tillotson asked if members get two emails if they provide two email addresses. McFarland is not sure and indicated that all emails go to listserv, so it is likely. There were no other questions for this committee.

Events Committee: Murray reported that approximately 50 members attended Neighborhood Night Out. The event produced 9 new memberships, 4 of which were through the card reader. Murray sold 4 sweatshirts. There were 4 families that attended this event that moved here within the past 6 months. Murray reported that District Pour House was happy to have us and is committed to be our venue of choice for the next several years. The WPHA appreciates its relationship with District’s owner, Jason.

Murray confirmed that the 2023 Events Calendar will be set in November and that it likely will not be set prior to November 2022 board meeting. The Events Committee will meet the first week of November and send update out.

A lot of emails in the last month; we have not had many people drop. Usually consistent communication causes “unsubscribe”, but not happening here. Alison Baker – Question: Implied “Members and Security patrol”; Gold does contribute to security patrol // Top 10 list/// B will look at it.

New Business:

Rhodes provided an update on the Kansas City Neighborhood Advisory Committee (KCNAC). A couple of weeks ago the City Council passed revision to the ordinance governing accessory dwelling units (ADUs). ADUs can now be attached or detached to principle property. The owner must reside in one of the two units. These cannot be short-term rentals (Air BnB, VRBO, etc.). A historic ADU must be brought up to code.

Rhodes indicated that there will continue to be KCNAC meetings. If anyone is interested they can contact Rhodes or Murray for more information.

Murray reported on the Waldo 74 Broadway Update. EPC was slated to go in front of the City last week; however, this was postponed. EPC made revisions to the building following the town hall hosted by WPHA and neighboring HOAs. EPC has reduced occupancy by 20 based on feedback from town hall. There were approximately 65 people at the town hall and 25 additional attendees online.

Baker asked if there will be a billboard behind the Well. Murray indicated that the board will follow-up on that question and that, generally, the board will not have an update unless EPC provides an update.

Murray reported that the WPHA will continue with its annual \$100 sponsorship check to Hale Cook. This will provide WPHA with named sponsorship at trivia night on February 25, 2023

KCPD asked WPHA if we would sponsor a table at HOWLoween. Murray, McFarland, and others volunteered on behalf of WPHA. Members of WABA joined as well. WPHA will invite families to this event. There were no questions.

Jim Andersons reported that there were a lot of opportunities to volunteer along Troost. DeMasi suggested it may be a good idea to compile opportunities to the general public to increase engagement.

Richard moved to adjourn; Rhodes seconded. Adjourned at 7:42 p.m.

Minutes submitted by Alex DeMasi