



Board Meeting Minutes

January 3, 2023

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, Melissa Quearry, Sarah Schlachter, Mary Sholbe, and Elaine Spielbusch

The January 3, 2023 meeting was called to order at 7:00 p.m. by President Richard Murray. A quorum was present.

Murray moved to approve the November 2022 Meeting Minutes. Rhodes seconded. The November 2022 were unanimously approved.

Finance Committee: Tillotson indicated there have been no updates on the WPHA investment fund since September. Murray will reach out to investment advisor in the next few days and provide an update.

Tillotson reported that WPHA received 1 more diamond membership this week. This leaves 72 diamond memberships for this year (266 total memberships). There are 2 outstanding bills – 1 for security patrol and 1 for the charge card. The charge card largely reflects costs for the holiday bus as well as the usual Google and storage expenses.

Murray reported that, at this point last year, WPHA had 66 diamond memberships and 99 platinum memberships (109 platinum memberships currently). Murray reported that most of the diamond/platinum members are WPHA homes without children.

WPHA is actively searching for a new insurance provider. The Finance Committee met right before the holidays and considered adding Venmo as a payment option for memberships, events, store purchases, etc., since Paypal is now charging a fee to non-profits. The Finance Committee decided against the use of Venmo.

Security Committee: There were no CPAC or WABA security meetings in December. Murray will go to WABA security meeting this month and provide an update in February.

Membership Committee: The primary membership drive has concluded. There are no other updates from this Committee. Schlachter asked if there is still a discount card for the membership. Murray confirmed that the discount card was discontinued this year.

Beautification Committee: There was no update from this Committee. The Beautification Committee confirmed it has plans to redo the monuments.

Communications Committee: Electronic notices were sent to the WPHA over the holidays. WPHA electronic communications continue to have a high read rate. There were no questions for this Committee.

Events Committee: The 2023 Events Calendar went out in December.

Murray reported that the Holiday Homes Tour Bus was a success. The Committee is still figuring out final numbers on this and will report on this in February.

Baker reported that the Holiday Homes Decorating Contest and Caroling were also successful. There were between 20-25 people that showed up for caroling and Ward Parkway Presbyterian hosted carolers for hot chocolate and cookies as part of the event.

Murray reported that he will reach out to Kona Ice Truck in January to get dates locked in for this year. There will be an update on this in February.

Anderson reiterated that the quality and number of events put on by this Committee has significantly increased over the past few years. Murray stated that the offerings are the product of a survey that went out in which residents wanted more events. This Committee has grown to 9 members since that survey was issued.

Old Business: There was no old business to discuss.

New Business: Murray, McFarland, and Rhodes made a personal contribution to sponsor a staff member from Hale Cook. This donation was made on behalf of the WPHA. This year the WPHA sponsored a woman named Eta who works in food service.

Hale Cook is hosting a trivia night in February. The WPHA will send out emails regarding this event.

DeMasi provided a general update regarding neighborhood sidewalks. DeMasi reported that “strength in numbers” is the key to getting the City to notice sidewalks in need of repair. Baker indicated that there was a link that the City provided showing the City Assessor’s priority ranking of sidewalks, and that ours generally were ranked at a low priority. DeMasi confirmed that he will circulate this link so it can be distributed to WPHA. WPHA members can bring sidewalk concerns to DeMasi or directly to 311.

Speielbusch asked the Board to address ongoing concerns regarding trash and recycling that blows through the neighborhood on trash days. Murray confirmed that WPHA does not keep track of trash and recycling that blows around on trash day. WPHA will send reminders to everyone regarding trash etiquette. Trash that is put out prior to 24 hours in advance is a citable offense – WPHA does not monitor this, but residents can contact the City regarding concerns.

Murray confirmed that the City is likely going to move to large, closed-lid recycling bins and that this should reduce the amount of recycling that spills into the streets. WPHA will monitor this and continue to send updates.

Sholbe reiterated the trash and recycling concerns presented by Spielbusch. Sholbe emphasized that, while many people adore their Amazon boxes, not many people properly break them down before placing them on the curb for pick up. Sholbe requests that WPHA remind residents to break down boxes when placing them out on the curb with recycling. Murray confirmed that WPHA will send a reminder on trash and recycling etiquette. Rogers emphasized that this reminder would be a great Earth Day reminder for the Communications Committee.

Sholbe addressed similar concerns regarding leaves. Murray confirmed that WPHA can send out similar reminders regarding leaf pickup. Anderson emphasized a need to instruct residents not to blow leaves into the City gutters.

Murray moved to adjourn. McFarland seconded. The meeting was adjourned at 7:44 p.m.

Minutes submitted by Alex DeMasi