



Board Meeting Minutes

March 7, 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, and Secretary Alex DeMasi, Treasurer Gaye Tillotson, B. Michael McFarland, Alison Baker, and Maureen Hardy.

Board members absent: Drew Rogers.

Others present: Jim Anderson, Mary Scholbe, Sarah Schlachter, and Melissa Quearry, and Laura Lavell

The March 7, 2023 meeting was called to order at 7:00 p.m. by President Richard Murray. A quorum was present. Murray moved to approve the February 2023 Board Meeting Minutes; Alex DeMasi seconded. The February 2023 WPHA Board Meeting Minutes were approved.

Finance Committee: WPHA had about a dozen monthly members join in February. WPHA also had two new diamond memberships and one new platinum member joined last month. Murray reported that WPHA is closing the 2023 membership and that WPHA will only offer month-to-month memberships for the remainder of 2023 (fiscal year ends in September).

Security Committee: Jim Anderson attended Community Police Action Cooperative (“CPAC”) last month. Anderson reported that the meeting was pretty quick. There were 71 total offenses, most of which were stealing. Catalytic converter thefts are still a problem. KCPD recommends painting your catalytic converter orange or welding your vehicle’s VIN to the converter itself to deter theft. Anderson reported that a few Brookside stores are closing due to a lack of help. There has been an increase of thefts in Brookside with perpetrators using the city bus as a getaway vehicle.

Murray asked Anderson how many people attended CPAC last month. Anderson reported that approximately 10 individuals attended this meeting. Murray reported that Waldo Area Business Association (“WABA”) generally hosts a meeting at Neighborhood Cafe to discuss crime specific to Waldo; however, these meetings do not occur in the winter months. Murray believes these meetings will resume in May.

Murray met with KCPD this past month to get specific updates for our neighborhood. The new police chief wants to bolster Community Interaction Officers. KCPD is continuing to recruit new officers - approximately 10-12 graduated from the police academy last month.

B. Michael McFarland asked why there were no WABA meetings in January, February, and March. Murray reported that December-March WABA meetings in the past were poorly attended and that the meetings themselves were large expenses for WABA.

There were no other questions for this committee.

Membership Committee: Murray reported that Amanda Rhodes will pull annual memberships down from the website and that only monthly memberships will be available for purchase until the end of the year.

Beautification Committee: Murray reported that Drew Rogers is taking over as committee chair for the Beautification Committee. Rogers and Nancy Bader have met and discussed a transition of duties surrounding this position. Rogers has all of the information needed for the day-to-day management of the Committee. Bader will still retain ownership of the mums sale until this event is transitioned to Sarah Schlachter.

Communications Committee: The WPHA March 2023 e-newsletter was sent out on March 3rd. This was sent to 773 addresses. There were 448 opens by 326 addressees. This newsletter received 56 clicks by 40 addresses. The top clicks included sections on the Sample Ballot, MCI Terminal Map, and WPHA Membership.

Events Committee: Murray reported that the Events Committee will meet March 7th at 7:30 p.m. to finalize plans for Spring Festival. Rhodes and Laura Lavell are working on logistics for the event.

Murray reported that the Aging in Place Seminar was a success. Approximately 75-80 people attended this event. Murray thought the information was useful. If possible, WPHA will facilitate this meeting again next year. It is a low budget event that we can annually put on with Ward Parkway Presbyterian Church.

Hale Cook Trivia Night took place at the end of February and raised \$15,000. We donate \$200 every year on behalf of the WPHA through individual donors. The money raised will be used to put a shade over the playground area.

New Business:

The new WABA Executive Director is Chelsea Kapka. She comes to WABA with prior experience in senior living. She and her partner recently moved to the Waldo area. The CID has put a directive in front of the WABA board to reduce expenses, increase membership, and increase referrals.

Previous executive director is still on staff at WABA. The Romenelli CID has put forth a directive to the WABA board to reduce expenses, increase membership, and increase referrals.

As of March 7, this will be Melissa Quearry's 5th consecutive meeting and Sarah Schlachter's 5th meeting. Both Quearry and Schlachter are eligible to be on the board next year. The bylaws call for 9 members and the current board has 8.

Murray moves to adjourn the March 2023 meeting. McFarland seconded. The meeting was adjourned at 7:32 p.m.

Murray moved to adjourn the meeting; Rhodes seconded. The February 7, 2023 meeting was adjourned at 7:33 p.m.

Minutes submitted by Alex DeMasi