



Board Meeting Minutes

August 1, 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, Drew Rogers, and Alison Baker

Board members absent: Maureen Hardy

Others present: Jim Anderson, Sarah Schlachter, and Melissa Quearry

The August 1, 2023 meeting was called to order at 7:00 p.m. by President Richard Murray. A quorum was present. Murray moved to approve the July 2023 Board Meeting Minutes; Amanda Rhodes seconded.

Finance Committee: There were no questions regarding the Finance Committee Report prepared by Tilotson in the Board Meeting Packet. There is a current credit card bill for \$1600. \$760 of that bill is related to deposits for Neighborhood Night Out; approximately \$600 is from the July Thirsty Thursday; and the remainder is associated with routine charges such as Google, storage, and the website.

The Finance Committee reported that there was \$81.90 allocated for the remainder of the membership year (August and September). WPHA will go into a deficit towards the end of 2023. The Holiday Homes Bus and the inability to make revenue at the Summer Picnic due to rain greatly impacted the budget. The Finance Committee would like to cancel the September Diamond Member Thirsty Thursday to divert those funds to Neighbourhood Night Out. Neighborhood Night Out will look slightly different this year. WPHA is renting a large tent, hiring a taco truck, and hosting an outdoor event at Ward Parkway Presbyterian on September 30th. There will be a bar of some sort and the events committee will continue to flesh out the details in the next 30 days. The events committee will come prepared to the September WPHA Board Meeting with a request for funds to round out that event.

Alison Baker asked if the WPHA should cancel the Thirsty Thursday in August. Baker asked Murray why the Events Committee is renting a large tent for Neighborhood Night Out. Murray indicated that it will either be very hot or rain. Murray indicated that he is not opposed to canceling the August Thirsty Thursday.

B. Michael McFarland suggested that the Board keep the August 10th Thirsty Thursday and consider getting rid of the September 14th Thirsty Thursday. McFarland reiterated that, as someone without children, he likes having some adult only events. Rhodes reminded the Board that WPHA promoted the August Thirsty Thursday at the Kona Ice event. Baker recommends canceling the August Thirsty Thursday.

Drew Rogers asked if it was wise to cancel an event that generally leads to an increase in memberships. McFarland reminded the Board that Thirsty Thursdays are not profitable. Sarah Schlachter suggested that the WPHA change the August Thirsty Thursday to beer only. Murray reminded the Board that this is what was previously done at Bobby Bakers. Alex DeMasi

suggested that the WPHA reduce the total number of drink tickets down to one ticket per person. Rhodes reminded DeMasi that the tickets are distributed on a tiered basis based on membership level. Murray advised that WPHA could limit the number of tickets that are distributed but enforcement of this would be difficult for the volunteers working the event.

McFarland suggests that the WPHA should keep the August Thirsty Thursday to beer only. Murray indicated that this would be fine but Murray feels that this may be a difficult task for the event's volunteers. Rhodes asked the Board if people order cocktails at Thirsty Thursday. DeMasi asks if eliminating cocktails will fix the problem. Rhodes and Murray reiterate that cocktails are expensive and that limiting the event to beers and seltzers will reduce costs.

Murray moved for a vote on: (1) canceling the September Thirsty Thursday (2) Keeping an October Diamonds Only event. This was seconded by DeMasi. Murray, Rhodes, DeMasi, Tillotson, McFarland, and Baker move to cancel the September Thirsty Thursday event. Baker recommends postponing vote on October Diamonds Only event until Rogers can present on financials. The remainder of the board unanimously agrees.

Murray reports that the Events Committee would like the Executive Committee to approve an increase of \$900 to Neighbourhood Night Out. Murray reported that there are two variables that WPHA benefited from that are no longer in place: (1) a good relationship with District Pour House, which closed earlier this year; and (2) a handful of board members have been personally underwriting some of the costs for this event, which Murray would like to eliminate. Murray reported that there is a 90% chance there will be a cash bar once two drink tickets are given out at this event and that the WPHA may be able to offset this cost, but this is no guarantee. There will only be two types of beer, two types of wine, and two types of seltzers.

The Events Committee renewed its request for a \$900 increase to the budget. Baker asked if there was a minimum that WPHA has to purchase from the taco truck. Murray confirmed that this minimum purchase amount is \$600, which is the best deal the committee has encountered.

Baker asked if the money is really coming out of this year's budget or next fiscal year's budget. McFarland confirmed that most will come out of this year's budget because Tillotson has paid the deposits in the current fiscal year. Murray, Rhodes, DeMasi, and Tillotson all approved the \$900 budget increase.

McFarland reminded the WPHA that he explored the possibility of creating a 501(c)(3) to have cash donations from members to the WPHA become tax deductible. McFarland intends to look into this again.

Murray reported that the first draft of the budget will be sent one week before the September board meeting and will be voted on after the next election.

Security Committee: Melissa Quearry has been going to CPAC with Jim Anderson. Querray attended CPAC alone this past month and submitted a report with the Board Packet. There were no questions for Quearry regarding CPAC.

Linetta Thurman and Murray attended the most recent WABA security meeting. WABA is no longer sponsoring this event and the food is no longer free. There was nothing new in this meeting that was not covered by CPAC. Most of the local crime is centered around the Walgreens and CVS in Waldo with nothing specific to our neighborhood. There were no questions regarding the WABA security meeting.

Membership Committee: The membership mailing is being formulated this month. The letter is

going to shift neighbors to join sooner. The previous year was challenging from a development perspective when compared to the Covid years. The expense for membership mailing is not expected to change for the upcoming year. There were no questions for this committee.

Beautification Committee: Rogers indicated that he is waiting on one more bid from DiMartino & Sons. Rogers intends to get a detailed bid by next month. Rogers is meeting with Signature Lawn Care as well. WPHA should have competing bids in the next two weeks and will possibly pull bids from other neighborhoods. Murray requests a placeholder bid in the event bids are not finalized by the time the budget is prepared. There were no questions for this committee.

Communications Committee: A report regarding recent communications and their metrics was included in the Board Packet. There were no questions for this committee.

Events Committee: Most of the agenda items for this committee were discussed with the Finance Committee. Schlachter has picked up the Mums Sale from Nancy and the Events Committee will make a marketing push for the event. Schlachter has volunteers lined up and the prices for mums will increase this year due to a price increase with the vendor. There will be a more detailed update on this event in the September meeting. There were no questions for this committee.

New Business:

WPHA has no involvement in the ongoing city assessments. If WPHA residents have any questions, those questions should be directed to the City.

Murray reported on an update regarding the Broadway74 development. The Port Authority meeting two weeks ago did not go well for EPC and the Port Authority Committee did not pass a motion approving funds for the development. WPHA will provide updates on this as they are presented to WPHA.

Rhodes and Murray attended the Gregory Boulevard improvement meeting, which was lively. There were about 75 people who attended this meeting. The meeting, itself, was extremely heated and the local news outlets showed up. This improvement project does not directly affect WPHA. This relates to the traffic control measures along Gregory Boulevard to the east of WPHA.

The Public Works Department is in charge of maintaining the County Club Right of Way on the Trolley Track Trail. The administration of this has been pushed back to community organizations, which Tiffany Moore will lead. WPHA would like to have representation on this. Rogers volunteered to represent WPHA in this endeavor.

Rhodes presented on the WPHA Bylaws update. This was last completed a little over a year ago and the Executive Committee periodically conducts a review of the bylaws. Rhodes did receive comments and clarifications from the Board. Rhodes highlighted the following changes:

1. The removal of director requires majority vote;
2. An addition of a Director Emeritus position. This requires a board member to be within the boundaries of WPHA and be a member in good standing;
3. There is a three term limit for WPHA officers. After a one-year lapse, a director can serve as president.
4. The islands on 75th Street and Terrace were listed within the description of the Beautification Committee.

Baker has one comment regarding the attendance requirement of a board member. Baker requests an excuse due to illness. Rhodes confirmed that this is covered. McFarland reiterated that the health of the organization needs to come before the personal relationships of the members. McFarland likes having this clause in the bylaws as a safety net for the board. Rogers agrees as it allows the board to take action when absolutely necessary. There were no further questions or comments regarding the bylaws update. Rhodes moves to amend the bylaws as proposed. This was seconded by Murray. Murray, Rhodes, DeMasi, Tillotson, McFarland, Rogers all approve; Baker disapproves. The motion passes.

McFarland expressed that the entire Board must evaluate their capacity to volunteer. Events are growing and there are a handful of people who volunteer to make an event happen. McFarland indicated that not everyone on the board is currently doing this. McFarland requests that everyone evaluate their participation in the organization as it cannot rely on the same 4-5 people to make sure everything happens.

Murray reported that there are more people wanting to join the WPHA Board than there are board seats. McFarland's message is important. The Director Emeritus position was created to maintain historical knowledge. Murray reiterated that it is important to consider the level of commitment each board member can provide as WPHA moves into the election cycle.

Anderson asked if the other homeowner's associations in the area are voluntary or mandatory. Murray confirmed that there is a mix of voluntary and mandatory associations in the area. Anderson asked as a means to attempt to get more participation if the homeowner's association was mandatory. Rogers and Murray indicated that the legal process in place is difficult to change and any attempt to change the homeowner's association status will likely not pass the approval process.

Murray moved to adjourn. Rhodes seconded. The August adjourned at 7:56 p.m.

Minutes submitted by Alex DeMasi