



## Board Meeting Minutes

October 3, 2023

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

*Prior to the start of the October 3, 2023 WPHA Board Meeting, Nancy Bader reported the results of the 2023-2024 WPHA Board Election. The election took place from September 15, 2023 to October 1, 2023. During this time, 146 total ballots were delivered to WPHA members. There were a total of 22 e-ballots and 3 paper ballots returned to Bader. This equates to a 17% response rate. Bader reported that the following individuals were elected to the WPHA board for the 2023-2024 fiscal year: Richard Murray, Amanda Rhodes, Alex DeMasi, Gaye Tillotson, B. Michael McFarland, Alison Baker, Drew Rogers, Sarah Schlachter, and Melissa Quearry.*

*Thereafter, Bader reported that the following directors expressed interest in the following officer positions on the WPHA Board: President: Richard Murray, Vice President: Amanda Rhodes, Secretary: Alex DeMasi, Treasurer: Gaye Tillotson. There were no other directors that wanted to be considered for officer positions. Murray, Rhodes, DeMasi, and Tillotson were unanimously voted into each respective position for the 2023-2024 fiscal year.*

Board members present: President Richard Murray, Vice President Amanda Rhodes, and Secretary Alex DeMasi, Treasurer Gaye Tillotson, B. Michael McFarland, and Alison Baker, Drew Rogers, Sarah Schlachter, and Melissa Quearry.

Board members absent: None

Others present: Jim Anderson

The October 3, 2023 meeting was called to order at 7:06 p.m. by President Richard Murray. A quorum was present. Murray moved to approve the September 2023 Board Meeting Minutes; Rhodes seconded.

**Finance Committee:** The Finance Committee Report included in the October 3rd Board Packet runs through the end of the fiscal year. The fiscal year ended September 30, 2023. Tillotson reported that there are 175 memberships for the new fiscal year, with approximately 50 Diamond members. The current credit card bill includes fees and expenses for GoDaddy, postage for membership mailers, Google Suite storage, mums, and Diamond member gifts. The fee for the post office box increased from \$212 to \$226.

Murray reported that the WPHA overshot anticipated income from the Summer Picnic. The income from the Summer Picnic was lower due to the weather. WPHA went over budget on Thirsty Thursdays and will make changes to stay within the budget in 2024. The third overage was from the Holiday Homes party bus. The Events Committee will get a better bus for less money this season. The Holiday Homes party bus will also be a biannual event after the December 2023 bus. There were no questions for the Finance Committee.

**Security Committee:** There has been an increase in property, crimes and auto theft. Brookside was hit the hardest in October. There are several suspicious parties that are involved in crime

and continue to use the free bus service and the trolley trail which brings people here to vandalize and contribute to the crime.

**Membership Committee:** The 2024 membership mailers have gone out and diamond member gift bags will go out before Thanksgiving. There will be an additional push for 2024 memberships in October, November, and then once more midyear.

McFarland asked if the 175 memberships previously reported by Tillotson included those that came in at Neighbourhood Night Out (“NNO”)? Tillotson confirmed that her total included the 9 that were obtained at NNO. McFarland reported that he has received 3-5 more in envelopes.

**Beautification Committee:** Overseeding/fertilizer was applied on October 3. Rogers reported that there is no winterization needed at either of the monuments.

Schlachter provided an update on the 2023 Mums Sales. The 2023 Mums Sales was a success. WPHA sold out of mums within 90 minutes. WPHA earned a profit of \$900 on the sale, which was attributed in part to not having to use a vehicle due to volunteer support. WPHA thanks Joy Parks and Brenda Steubich for corralling the volunteers.

Murray thanked Schlachter for spearheading the event, which was a big success. Murray asked Schlachter her thoughts on this event for next year. Schlachter reached out to Waldo Greenhouse to tell them we were happy and interested in doing the Mums Sale again in 2024. Schlachter recommends renting a vehicle. Murray believes there is an opportunity to bump this up further. Schlachter thanked McFarland for his successful communication strategy for the Mums Sale as most attendees heard of the event through the newsletter. There were no additional questions for Schlachter.

**Communications Committee:** McFarland circulated the communication report with the October 3rd Board Packet. Murray requested to add one more line to the report to track Julie’s progress on the website. Murray suggested that the Board get regular cadence with Julie on the website.

**Events Committee:** Murray reported that this year’s NNO was the best we have had. There were 150 participants throughout the duration of the event. Murray and DeMasi bartended the event. The taco truck was a success. The format of the event was well received. There were more families in attendance given the structure of the event and the close proximity to the playground at Ward Parkway Presbyterian. Murray believes that this event could get 200 attendees next year. Murray reported that WPHA obtained about a dozen memberships at this event.

Baker asked for a cost analysis between hosting the event at Ward Parkway Presbyterian under the same format and hosting it at Brick & Mortar. Murray reported that the cost was about the same for both options and that we budgeted a couple hundred dollars extra to get the taco truck. The Events Committee did not offer food tickets this year and may do so next year to control expenses. Only two members took advantage of the drink bracelets.

Dumpster Day is on October 14. This is a members only event. The Events Committee will be taking memberships at the event and needs volunteers.

The Events Committee will highlight several homes that are decorated for Halloween as part of the Harvest and Halloween Homes event. Members are encouraged to send pictures of their favorite homes to McFarland for publication in the November newsletter.

**New Business:** The George B. Richards mansion was saved by a 9-3 vote by City Council. The City Council asked the current owners to maintain the status of the building until a new owner can be found. The George B. Richards mansion is located at 4526 Warwick Blvd in the Southmoreland neighborhood.

Murray and Linetta Thurman attended the recent KCNAC meeting. Murray described this as the best KCNAC meeting yet. Murray highlighted two major accomplishments: (1) zoning changes to the City Code; and (2) short term rental language to the City Code. Murray indicated that KCNAC was instrumental in passing short term rental ordinances. KCNAC wants to spread future meetings throughout the City. More information on KCNAC can be found online: [Neighborhood Advisory Council \(KCNAC\) | CITY OF KANSAS CITY | OFFICIAL WEBSITE.](#)

Murray reported an update on the Broadway74 development. The Well recently closed and demolition will occur over the next few weeks. EPC has satisfied the requirements of PortKC and secured the tax abatement. EPC will continue to engage with surrounding neighborhoods.

The Executive Director at WABA has resigned. The position has not been backfilled.

Rhodes and Murray will meet with the new pastor at Keystone to introduce themselves and WPHA.

Rhodes asked about the upcoming wine tasting at Marco Polo. Rogers confirmed that this was booked and more information will be sent in an email.

Murray is excited to work with this new board. This will be Murray's last term as President. There is great institutional knowledge through Tillotson and Baker and new ideas with the addition of Schlachter and Quearry. Murray will present on the 2024 Strategic Plan at the November meeting.

Murray moved to adjourn; Rogers seconded. Meeting adjourned at 7:41 p.m.

*Meeting notes submitted by Alex DeMasi*