



Board Meeting Minutes

November 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 Melissa Quearry.

Board members absent: Drew Rogers and Sarah Schlachter

Others present: Jim Anderson

The November 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 October 2023 Board Meeting Minutes; Rhodes seconded.

Finance Committee: As of the November 7, 2023 meeting there are 241 members for the fiscal year – 64 of those memberships are Diamond Memberships. There were only 79 Diamond Memberships last year.

The current credit card bill is approximately \$3,500. Most of this is from Neighborhood Night out while the rest of the bill is from lanyard, bus deposits for the Holiday Homes Bus, google suites, storage and Godaddy fees. WPHA will move storage facilities to obtain a lower cost of storage in the next few weeks.

WPHA recently donated \$100 to the Hale Cook BBQ. WPHA was a named sponsor for the event. The event went well for Hale Cook.

Security: Melissa Quearry attended CPAC this past month. CPAC reported an increase in activity but not directly in our neighborhood.

Jim Anderson attended the WABA Security Meeting. Officer Marquez with KCPD is no longer the Community Involvement Officer for our area. Anderson reported an increase in criminal activity in Brookside. Anderson also reported that the Well is going to be demolished this month as part of the EPC development. There are also plans to redesign the Trolley Track Trail given water retention issues discovered under the Well parking lot. The next WABA Security Meeting is November 17, 2023.

Membership Committee: Richard Murray provided an update on the Membership Committee. The initial membership mailing has been sent out. Gift bags for Diamond members will go out before the end of November. There will be one additional push for new members in December.

Beautification Committee: The monuments have been winterized for the season.

Communications Committee: B. Michael McFarland prepared a report that was distributed ahead of this month's meeting. There were no questions for this committee.

Events Committee: The Marco Polo Wine Tasting Event took place on October 12, 2023. There were 11 people that pre-registered for this event and 5 or 6 that attended. Marco Polo sold several bottles of wine from the event.

The 2023 Dumpster Day was a success. There were 43 residents who attended and the dumpster filled up quickly. There were 7 memberships taken on site.

Several WPHA members volunteered for the WPHA table at HOWLoween at the Anita B. Gorman Conservation Discovery Center on October 21, 2023. WPHA handed out candy and games to kids who attended the event.

The Harvest and Halloween Homes photographs are posted online. WPHA posted pictures that were submitted by residents throughout the neighborhood.

The Holiday Homes Party Bus is booked and tickets will go on sale in a few weeks. Members will only be able to purchase tickets through Paypal.

The Holiday Homes Caroling Event will take place on December 17, 2023. Judging for Holiday Homes is earlier than prior years. Alison Baker reported that the event is ready to go. The event will start at 4:00 p.m. at Ward Parkway Presbyterian Church.

New Business: Murray confirmed that the 2024 Strategic Plan will go out in December. Murray anticipates a few new adjustments, but otherwise, this will look very similar to the 2023 strategic plan.

Murray and Amanda Rhodes are working on setting up a meeting with the new pastor at Keystone.

The Executive Director of WABA recently resigned. There is currently no replacement. The WABA District Manager is currently acting as the Interim Executive Director. Murray met with the WABA Community Improvement District ("CID") on this last month. The CID is taking this as an opportunity to shore things up before the new year.

The 2024 Events Calendar is ready for printing and will be distributed around the holidays.

KCPD is hosting a coat drive in December. Coats donated to KCPD must be new with the tags still on them. There is a preliminary option to drop off coats in November. The event itself will take place in December.

EPC will start building new apartments in Waldo in the Spring. EPC has started surveying the land.

Murray moved to close; Rhodes seconded. The November 7, 2023 WPHA meeting was adjourned at 7:32 p.m.

Meeting notes submitted by Alex DeMasi