



Board Meeting Minutes

January 9, 2024

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, and Alison Baker, Melissa Quearry, Drew Rogers, and Sarah Schlachter

Board members absent: None.

Others present: Jim Anderson and Jordan Glasgow

The January 9, 2024 meeting was called to order at 7:00 p.m. by President Richard Murray. A quorum was present. Murray moved to approve the November 2023 Board Meeting Minutes; Alex DeMasi seconded.

Finance Committee: Gaye Tillotson reported that the current WPHA credit card bill includes approximately \$2,200 in administrative costs, including pens for welcome kits and various other activities, holiday bus expenses, and other end-of-year expenses. There are 266 paid memberships to date.

Alison Baker asked the Finance Committee what the final membership numbers looked like for the end of the prior fiscal year. Tillotson confirmed that there were 269 total memberships for the year. B. Michael McFarland reported 266 as of last January which is the same number as this year.

Security: Melissa Quearry and Jim Anderson attended the December 2023 CPAC meeting. Quearry reported that this went well. David McKenzie is new CIO. Anderson discussed the KCPD Community Engagement Division. Murray asked Quearry her thoughts about the initial meeting with the new CIO. Quearry believes the new CIO will be good. Murray indicated that he will try and schedule a meeting with the CIO this month.

WPHA did not have a representative at the most recent WABA Security Meeting. There were no questions for this committee.

Membership: McFarland will be sending out letters to those who did not renew their memberships from last year. McFarland hopes to see a few more members join in the next month or two. Murray reported that all Diamond Member gifts have been distributed. Murray recognized Alison Baker and Sarah Schlachter who distributed approximately 80% of the gifts.

Beautification: Drew Rogers obtained bids to add a couple of holiday themed arrangements for the urns at the monuments. The arrangements included solar lights. Murray indicated that WPHA this was money well spent and that the urns still looked great after the holidays. Murray also reported that the Beautification Committee had the monuments cleaned up in between Thanksgiving and Christmas. Murray indicated that the committee will request a second monument clean-up once the snow melts. There were no questions for this committee.

Communications: McFarland included reports for both November and December with this month's board packet. There were 13 communications since November 2023. McFarland issued a Resident Survey to members and non-members of the neighborhood and only members responded. McFarland reported that the KCPD Security Patrol was still the most important benefit to WPHA members. Members also value neighborhood events and many expressed interest in future volunteer opportunities.

Baker asked the Communications Committee how non-members obtained the survey. McFarland indicated that the WPHA has a database of email addresses. Baker asked if the Communications Committee is able to confirm the accuracy of these email addresses. McFarland indicated the WPHA receives a lot of emails from people who are not members or never were members and updates the database periodically upon request.

Generally, McFarland has observed that many of the WPHA email recipients read the trash and recycling notices, notices regarding local construction projects, and notices regarding city services.

Events Update: Murray reported that the Holiday Homes Party Bus had 21 attendees and 2 volunteers. The bus added two neighborhoods to the route this past year. The event was extremely well received and sold out on the day of the event. Murray reminded the WPHA Board that this event will take place every other year.

Baker reported that the Holiday Homes & Caroling went great. Baker is doing maintenance on the signs before they are placed back in storage. A few of the winners this year were new winners. Baker indicated that a WPHA member suggested the Committee switch to spotlights instead of Christmas lights on the signs. This is a change Baker will incorporate into next year's contest. Baker indicated that the caroling group had a lovely time and had 2-3 groups that were new to the event.

Murray indicated that 2024 Event Calendars have been sent to WPHA members. WPHA also sent calendars to Ward Parkway Presbyterian Church, Dodsons, and Keystone. The Events Committee has started planning for the Spring Festival.

New Business:

Murray presented on the 2024 Strategic Plan. WPHA is looking to get new accounting software and new insurance providers. These were goals in last year's strategic plan that did not get accomplished.

In 2024, WPHA would like to deepen our relationship with our neighborhood partners. WPHA would also like to add board member biographies to the website and increase public attendance communication regarding board meetings. The WPHA will continue complete succession planning, increase DEI & community engagements, increase membership and appeals to public participation, and strategic planning within the subcommittees (i.e., beautification, security, events, etc.).

There are new committee chairs for 2024: Quearry is chair for the Security Committee. Schlachter is the new chair for the Beautification Committee. Murray will remain the Membership and Events chair. McFarland will remain the Communications chair. All four WPHA executive members are on the Finance Committee. The Finance Committee is also open to any board member who would like to participate.

Baker asked what “LYBNTY” meant in the 2024 Strategic Plan. McFarland indicated this means “Last Year But Not This Year.” This is in reference to the members who were members “last year but not this year” and pertains to the Membership Committee’s efforts to increase membership numbers.

Murray reported that Schlachter and Quearry received two-hour training as new board memberships. This included a formal agenda, packet & reference binder to help transition them to their new positions.

WABA Update: Murray recommends that WPHA members join the Waldo Area Business Association (“WABA”) email list. WABA just elected a new board. The WABA board will transition its former president and other members off that board. Michael Fernaro is the new President of the WABA board. Murray will reach out to him and possibly attend the next WABA meeting. Baker indicated that Fernaro and his family are residents of WPHA.

Murray indicated that WABA is hosting a lunch and learn with EPC and City Works on January 17, 2024 to discuss the 10-year Wornall/Broadway 74 projects. Amanda Rhodes will attend that meeting along with several other community members. There are only 40 slots. Rhodes will take notes and report back to WPHA at the next meeting.

Murray moved to adjourn. DeMasi seconded. The January 9, 2024 WPHA Board Meeting ended at 7:42 p.m.

Meeting notes submitted by Alex DeMasi