



Board Meeting Minutes

February 6, 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, Secretary Alex DeMasi, Treasurer Gaye Tillotson, B. Michael McFarland, Alison Baker, Melissa Quearry, Drew Rogers, and Sarah Schlachter

Board members absent: None.

Others present: Jim Anderson

The February 6, 2024 meeting was called to order at 6:56 p.m. by President Richard Murray. A quorum was present. Murray moved to approve the January 2024 Board Meeting Minutes; Rhodes seconded. The January 2024 Board Meeting Minutes were approved.

Finance Committee: Gaye Tillotson reported that WPHA received two more platinum memberships today. This brings the total platinum memberships to 71 for the year to date. There is \$19,210.64 in the bank right now. There is a current credit card balance for \$1,777, which includes \$1,500 from two Spring Festival deposits and routine costs such as Google, storage, etc.

Drew Rogers asked the Finance Committee how far the WPHA is from breaking even. Murray confirmed that the WPHA generally passes the break even point by Spring Festival.

Murray reported that the Finance Committee met last month and discussed expenses to date, the WPHA investment, insurance, and storage. The Finance Committee is looking into moving to a new storage facility. The Finance Committee is also exploring options to get the next Dumpster Day subsidized.

In terms of the investment, the WPHA has a little more than \$15,000 invested in cash/cash equivalents, which has made 3% since the investment started. Rhodes has a call with the investment manager to discuss options. In the past, the WPHA has utilized CDs, and the Finance Committee may consider this before interest rates go down.

Murray asked Rhodes what would happen if the investment advisor recommends quick action. Rhodes indicated that she may call a special meeting if quick action is necessary. Rhodes indicated that the WPHA is currently in a very, very conservative and liquid fund and that the Finance Committee is going to explore other options to gain more ground. If there is nothing pressing, then Rhodes will push discussion and/or vote to the March meeting.

Security Committee: Jim Anderson attended the January 9, 2024 CPAC Meeting and provided a detailed report in the board packet. Most of the criminal activity discussed occurred to the south or to the east of us.

Murray indicated that the WABA Security Meeting has not picked up on a regular cadence. The Committee is figuring out how we can pick up this meeting. Murray indicated that as long as the

WPHA has attendance at one of these meetings then we should be in good shape, but it would be ideal to have neighborhood representatives at both.

Anderson and Melissa Quearry will meet before March regarding the Vacation Home Watch.

Membership Committee: The Membership Committee is making a membership push via email this month. The Committee missed one person in the distribution of Diamond gifts and will address that this weekend. The Membership Committee will be making a change to the welcome kits. The Committee will be ordering everything at once and it will be provided to Linetta Thurman for distribution. This will now be a one time expense and we can better forecast this based on real data.

Beautification Committee: Sarah Schlachter and Rogers met last month regarding the Beautification Committee. Anderson reported that the urns on Terrace still look good. The Committee will get Schlachter connected with the woman who manages the urns on Terrace and with the water vendors so Schlachter can set up the water schedule for spring and summer. Murray will be maintaining the relationship with Roberto for ease of communication, but the remainder of the responsibilities will transition to Schlachter.

Communications Committee: B. Michael McFarland reported that the website has hit a snag. The individual who volunteers to handle this is busy, but we will update the website soon. McFarland reported 1,094 opens on the Waldo/Wornall construction notice, which was the most opens ever. There were 878 opens on the last trash and recycling notice.

Events Committee: The Spring Festival is 75-80% booked. We prepaid for a large tent and one other rental that comes along with it due to the popularity of the date. In doing so, we obtained a significant discount. The Events Committee will meet later in February to finalize details. The Spring Festival is April 6th. Murray put a call out to additional volunteers. DeMasi agreed to be the Easter Bunny again.

New Business: Rhodes attended the January 13th Waldo Towers meeting. The library in Waldo is undergoing a master renovation plan that was delayed due to COVID. There is a request for proposal to hire a consultant to examine all of the buildings in the library system. The Waldo Library in particular is going to require updates or just a new building in general. It is possible that the Waldo library could move. The goal is to have a master plan within the next year and the project finished within 5 years. WPHA will provide updates as we learn more.

Waldo Week is at the end of February.

WABA Lunch and Learn: Rhodes attended the recent WABA lunch and learn. Rhodes reported that this was well attended by businesses in the area. An email summarizing the event will be sent to residents later this week. The City led the first discussion regarding the 75th & Wornall project. Construction started on the North lot by the well, which is already gone. The goal is to be done with 75th Street and north of 75th Street before Winter 2025. The Gregory Blvd to 73rd Street project is a separate project. Wornall will not be closed during this project. The best way to get updates is to go to the project's website. Jeremet with EPC talked about 74 Broadway and showed the latest renderings. The Well elected not to have rooftop space anymore, which caused a stir at the meeting. The EPC project will take about two years with construction starting in March 2024. The parking garage will be one of the first things to be built. The idea is to use the parking garage for staging and that kind of stuff. Parking garage will be a private garage, but businesses in the building will be able to validate parking.

Murray and Nancy Bader attended the last KCNAC meeting, which was very informative. KCNAC is a good community organization that gets things done. Murray recommends one of those meetings.

Rhodes sat in on yesterday's District 6 meeting. This was a well attended meeting. The main topics included a public safety sales tax to fund the jail and mental health facility and the redistricting that made the Plaza a part of the 6th District. The Plaza was also recently sold. Rhodes made a call to join the Plaza District Council as they are looking for people. The State of the City is tomorrow at 11:30 at Children's Mercy Auditorium.

No additional new business.

Murray moves to adjourn, Rhodes seconded. Meeting adjourned at 7:39 p.m.

Meeting notes submitted by Alex DeMasi