



Board Meeting Minutes

Aug. 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, B. Michael McFarland, Melissa Quearry, Sarah Schlachter, Alison Baker

Board members absent: Gaye Tillotson and Drew Rogers

Others present: Justin Hutman, Mary Scholbe, and Jim Anderson

The August 6, 2024 meeting was called to order at 7:05 p.m. by Richard Murray. A quorum was present. Sarah Schlachter moved to approve the July 2024 Board Meeting Minutes; Alex DeMasi seconded. The July 2024 meeting minutes were passed.

Finance Committee: Murray reported that Gaye Tillotson is under the weather and that, as such, there are no financials included with this month's report. Murray advised approximately \$4,200 from the Community Capital Fund ("CCF") grant has been deposited into the WPHA account. Murray believes that this is approximately half of the grant's funding and that the other half will be posted once Murray and Amanda Rhodes submit their report regarding game night with Ward Parkway Presbyterian Church.

The Finance Committee met for about an hour in July and discussed three key topics: (1) expenses to date; (2) the CCF grant; and (3) the 2025 budget. Murray reminded the Board that anyone is eligible to attend Finance Committee meetings.

Security Committee: Melissa Quearry attended last month's CPAC meeting. This was the first CPAC meeting in months. Quearry reported that there has been a slight increase in robberies and stolen cars in the area. There has been an uptick in screwdriver thefts from hardware stores and those are being used to break into cars, primarily Hyundais and Kias.

Membership Committee: Murray advised that the 2025 membership year is upon us and that the appeal letter for the 2025 fiscal year will go out soon. The goal is to have the membership appeal letters hit homes after Labor Day.

The Membership Committee is in the process of determining the 2025 Diamond gift. The 2025 gift will be different from the wine tumbler from the past two years.

Alison Baker asked the Committee whether or not she should purchase the spotlights for the Holiday Homes signs now or if she should wait until the new fiscal year. The purchase was previously approved during the 2024 fiscal year. Baker, however, did not get around to purchasing the spotlights. Murray confirmed it would be best to wait until the 2025 fiscal year to make the purchase.

Beautification Committee: Schlachter has confirmed the mums order with Waldo Greenhouse for the upcoming Mums Sale. The prices for the mums will remain the same as last year. The event will take place on Saturday, September 7. The mums will be delivered at 8:00 a.m. Schlachter will need volunteers to assist from 9:00 a.m. to 11:30 a.m.

Murray indicated that there is a strong possibility that the Beautification Committee will not break even this year. As such, the Finance Committee is going to recommend that WPHA increase the budget for the Beautification Committee next year. Murray is planting the seed now as this will likely be an area of the budget that increases next year.

Communications Committee: B. Michael McFarland has prepared electronic communications for all of the WPHA events for the remainder of the year. These emails are scheduled to go out in advance. They will go out as is unless board members send in comments/revisions.

Murray indicated that WPHA has sold all of its current inventory of branded sweatshirts and t-shirts. This order was placed approximately three years ago. The WPHA is not going to put forth a sweatshirt or hoodie this year. Instead, the WPHA will focus on a higher quality t-shirt with a new design.

Events Committee: Murray advised that the June Thirsty Thursday had 34 attendees. This was a very well attended event. Murray further advised that there is a good core group of attendees coming to these events, most of which are Diamond members. The July Thirsty Thursday had 26 attendees.

Murray indicated that the first family game night was more successful than anticipated. The doors opened at 6:00 p.m. Rhodes and Murray stayed well past 9:00 p.m. Social catered the event. WPHA will repeat the order for the next game night. In all, there were 39 adults and five children who attended the event. Murray will put together a checklist for the next event so new volunteers can easily work the event. The toughest part of the event is the set up, which Ward Parkway Presbyterian Church will take on for the next game night.

WPHA will host Trivia Night with WPPC this month.. There will be a blurb about this in the newsletter. Rhodes and Murray will be working the event and will need additional volunteers to assist with set up. The event will take place on Friday, August 23. KCPD will give a 20-30 minute talk regarding neighborhood safety during dinner. There will be prizes for the top three teams. The event starts at 6:00 p.m.

Neighborhood Night Out will take place on September 28 and will be partially sponsored by the CCF grant. This event will be significantly larger as a result. The Events Committee will meet later this month to finalize details for Neighborhood Night Out. The Events Committee has already ordered a tent, tables, chairs, etc. There will be a taco truck again along with beers, seltzers, and wine. There will not be a keg this year.

Murray and Rhodes asked the Board for volunteers to assist with the September, October, November, and December Family Game Nights. These events are approximately a four-hour commitment.

New Business: Rhodes reported on the Strengthening the Health of Neighborhoods Program. This is the program sponsored by the CCF. We will need a sign up sheet for each CCF-sponsored event. Rhodes and Murray are also required to track volunteer hours they provided each month. Currently, both Rhodes and Murray are providing 18-25 hours per month individually.

Baker advised that nearly every high school student in the area will have to complete service hours as a requirement for graduation and that this may be a historically underutilized source of volunteers.

Murray advised that the Finance Committee will meet two to three times in August to prepare the budget before it will be sent out to the rest of the Board. This will be sent two-three weeks before the September board meeting. The Board is expected to come to the September meeting with questions as we will not walk through the proposed budget line-by-line. The goal is to approve the budget before the new board starts in October.

For the last several years, more than a handful of residents have approached the executive committee and advised that they have not voted in the WPHA election because they do not know who each of the members were. Murray indicated that the executive team was hesitant to put up biographies on the WPHA website and that he did not initially like the idea of putting our individual pictures up on the website. In an effort to attract higher voter turnout, there will be short individual biographies added to each name on the 2025 WPHA Board ballot. The goal is to see if this increases voter turnout. The WPHA will take a group picture at the next board meeting to include with the ballot.

Murray confirmed that this is his last year as WPHA President. Rhodes has volunteered to be next year's President. Murray may consider running again in 2026 if no one raises their hand this time next year.

Murray met with the executive director of the Waldo Area Business Association last week and indicated that this was one of the more productive WABA meetings he has had over the years. Sean Anderson is the new Executive Director of WABA. Murray reported that Sean is well connected and has made inroads with the economic development projects in the area. EPC recently lost some of its funding from the City, which is why the teardown of the Well is taking longer than initially anticipated.

Murray requested that WABA conduct another economic study as the last one was completed over 10 years ago. Murray reported that the area is seeing a decrease in median age and that this would not be reflected in any prior economic study.

Rhodes advised that the WPHA investment funds are currently tied to a 6-month treasury bill that comes due at the end of August. Rhodes expects that another 6-month treasury bill will be recommended and will send information on this to the WPHA Board via email once she meets with the fund's financial advisor.

Murray moved to adjourn; McFarland seconded. The August 2024 WPHA meeting ended at 8:01 p.m.

Meeting notes submitted by Alex DeMasi