



## Board Meeting Minutes

Sept. 3, 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, Treasurer Gaye Tillotson, B Michael McFarland, Melissa Quearry, Sarah Schlachter, Alison Baker

Board members absent: Alex DeMasi, Drew Rogers

Others present: Justin Hutman, Mary Scholbe

The September 3, 2024, meeting was called to order at 7:04 p.m. by Richard Murray. A quorum was present. Richard Murray asked for any edits to the August minutes. B Michael McFarland noted the dates on the investment account information were incorrect. Murray stated this information would be corrected. Schlachter noted that the beautification report should say "beautification will not break even..." Alison Baker motioned to pass the minutes. Amanda Rhodes seconded. The August 2024 meeting minutes were passed.

**Finance Committee:** Gaye Tillotson reported that the second half of the Strengthening the Health of Neighborhoods grant funding had been received into the WPHA account. Tillotson advised that the funds will be reflected in next month's financials. Tillotson stated that funds spent in August covered costs for Thirsty Thursday, Waldo Area Business Association Membership, storage facility, and Google G-Suite expenses.

Alison Baker inquired about any deadline to spend the grant funding; Murray reported there is no deadline to spend. Baker inquired if WPHA would be able to participate in the grant program again; Murray responded that WPHA would not participate as participation was very time-intensive for Murray and Rhodes.

Rhodes reported that she sent an email to Board members in August about the maturity of WPHA's treasury bill. The board voted by email to re-invest the funds into another treasury bill. Rhodes stated that the treasury bill was also discussed at the Finance meeting in August. Murray shared that the Finance Committee meeting in August also covered the proposed 2025 Budget and current financial reports.

With respect to the 2025 budget, Murray shared that the Administration portion of the budget is down 4% and that the money is being reallocated to a project to build a member database. Murray stated that databases are included in our GoDaddy hosting costs and that Justin Hutman would begin to explore database building pending Board elections. There is a \$1000 placeholder for database work.

Murray noted that \$1500 was kept in the budget for a website refresh by Julie Whitman. Murray stated Whitman may be able to start this project soon.

Murray shared that there is placeholder money in the budget for WPHA merchandise in case it is decided to order more; the placeholder amount was increased from previous amounts to anticipate increased costs.

Additionally, the WPHA plans to purchase more blue stadium tumblers for use at events for mimosas and water; WPHA currently has no tumblers left. Baker inquired if tumblers were needed for Neighborhood Night Out and Murray responded they are not.

Murray stated that the WPHA will purchase branded first aid kits as diamond member gifts for 2025.

Murray shared that, pending similar spending and membership levels, the WPHA budget should break even next year. Baker inquired about the cost of storage for the new facility rental; Murray stated that the cost was kept level with the old facility rental due to its increased size and to anticipate cost increases. Baker inquired if WPHA was given any introductory pricing for the rental facility; Murray responded that there was not.

Baker asked if there was any mention of increased cost for security patrol rates; Murray responded that there has not been an increase.

Tillotson inquired if our lawn service provider, Roberto, would increase prices; Murray responded that he would not. Murray further stated that he would begin creating and using paper invoices to document lawn service costs.

Baker inquired as to the number of reimbursed block parties in 2024; Murray and Rhodes responded there were no requests this year for reimbursement. Rhodes noted that reimbursement requests have averaged to 1-2 per year over the long term. McFarland noted that block party fund availability is announced in the newsletter about two times per year.

Rhodes motioned to pass the 2025 budget. Tillotson seconded. The motion was approved.

Murray announced that next year Rhodes will likely be President of WPHA and Murray will serve as Vice President. On the bank books, the President is listed as co-signature. Rhodes will only sit as President one year. Unless someone else would like to be President in 2026, Murray will run again. To alleviate any need to change banking information this year and again next year, Murray will be retained as signatory on bank accounts. Rhodes is and will remain authority over the WPHA investment account. Tillotson motioned that Murray stay on as signatory. Baker seconded. The motion was approved.

**Security Committee:** Melissa Quearry reported that August had been a busy month for security. She reported that the CPAC meeting discussed stolen cars and preparation for the planned Brookside/Waldo security meeting later in the month.

Quearry shared that the Brookside/Waldo meeting was very well attended, and it covered topics such as trends, statistics, prevention and KCPD recruitment. The meeting included discussion of juveniles as the perpetrators of many crimes and that enforcement with juveniles is treatment-focused so there is less deterrent effect. Quearry reported that with KCPD recruitment and staffing issues, sergeants will begin patrolling streets as well. Limited personnel mean calls are spread over multiple zones, and all resources go to any reported shootings. Quearry reiterated the

importance of locking cars, keeping valuables and guns out of cars, and not approaching thieves. Quearry stated there was no WABA security meeting; Murray shared that WABA Security meetings are no longer taking place.

**Membership Committee:** Murray stated that the 2025 Member appeal letters will be done soon, including envelope-stuffing and stamping. Diamond member gifts will be ordered mid-month to hit the next fiscal year. Diamond bags will be created and shared with Baker for distribution.

**Beautification Committee:** Schlachter stated that the Mums sale is this Saturday, Sept 7 starting at 9am. Volunteers will arrive before 8am and the plants will be dropped off at 8am. Schlachter shared that yard signs went up this week with one stand missing from the 75<sup>th</sup> island. Baker shared that signs can be put in her yard as she gets much traffic from Hale Cook School. Murray stated that a spring flower sale may be a good idea since the project plan for Mums is solid and people may be more interested in purchasing plants in the spring.

**Communications Committee:** McFarland referred to the communications report in the board packet and requested feedback on the draft of the September e-newsletter to go out Friday.

**Events Committee:** Murray reported that the August Thirsty Thursday event was the second largest of the year with 44 attendees. Murray also noted that attendees at Thirsty Thursdays often vary.

Murray shared that Trivia night was a success and that a team anchored by WPHA residents were the winners. Murray noted that the price for the event was low (\$5 per person, \$25 per table) and that it was logistically very different from other WPHA events. The event was staffed by 6 volunteers, including 3 WPHA members, 2 WPPC members, and one non-member. The trivia host was very popular.

Murray reported that plans for Neighborhood Night Out are set with vendors, speakers and resources reserved and volunteer placements in progress. Murray shared that food and drinks will be served with a ticketing system – tickets for either tacos or a quesadilla, and tickets per drink (1 for gold members, 2 for platinum, 3 for diamond). Additional tickets per drink and wristbands for unlimited drinks will be available for purchase. Murray explained that there will be raffles for prizes based on downloading or having the MyKCMO app and other opportunities. This event is co-hosted with the city and open to non-members. A voter registration table will be present. Mary Scholbe noted that people must bring proper identification for voter registration.

Murray stated that volunteers are still needed to cover First Friday Family Fun Game Nights at WPPC. Quearry volunteered to manage the September event. Volunteers are still needed for November and December. The time commitment to volunteer is roughly 5pm to 8:30pm.

Baker reported the following dates for winter holiday events: December 6, 7, 8 5pm-10pm for Holiday Homes judging and December 15<sup>th</sup> 4pm-7pm for caroling. Additional details to come or available by contacting Baker.

Rhodes shared regarding the most recent meeting of the Strengthening the Health of Neighborhoods (SHN) program: the agenda features community organization presentations from Crime Stoppers (unrelated to KCPD, collects crime tips and pays rewards), Second Chance (assists formerly incarcerated individuals and provides rehabilitation), and Adopt-A-Street

(support road clean up). Work with any of these groups may be spearheaded by those in our neighborhood, more details will be shared in future newsletters. Rhodes noted that there are meetings through December for the SHN program.

Murray shared that he would be seeking additional funding from the SHN program. Baker suggested child safety programming, e.g. car seat installation. Scholbe suggested child bike safety and working with local bike shops.

Murray reported that the Member Database project would be a long-term project that would require preliminary research and review of feasibility. Further reports on a member database may be available later in this year.

Murray indicated to Hutman that, if elected to the board, he would need to choose a committee. Hutman currently assists with Beautification and Communications. Hutman will learn more about the committees in board orientation if elected.

Murray reminded the Board that this is his last meeting as President. As such, he will open the next meeting and hand it over to Nancy Bader, who will run the election process. After the election, Rhodes will take over as President. The President sets the meeting agendas, reviews with others as needed and provides to the Communications Committee for inclusion in the monthly Board packet. Schlachter and the Board thanked Murray for his work as President.

Rhodes moved to adjourn; Baker seconded. The September 2024 meeting ended at 8:04 p.m.

*Minutes submitted by Sarah Schlachter.*