



Board Meeting Minutes

Mar. 4, 2025

Waldo Area Business Assoc.

7222 Wornall Rd, KCMO 64114

Also held via G-Suite Conference Call

Board members present: President Amanda Rhodes, Vice President Richard Murray, Treasurer Gaye Tillotson, B Michael McFarland, Melissa Quearry, Sarah Schlachter, Justin Hutman, Drew Rogers (excused from meeting around 7:10p.m. due to power issues)

Board members absent: Alison Baker (due to weather/power outage)

Others present: Jordan Glasgow (excused from meeting around 7:10p.m. due to power issues)

The March 4, 2025 meeting was called to order at 6:59p.m. by Amanda Rhodes. Rhodes stated that Jordan Glasgow was a guest joining by phone. Rhodes requested any changes to the February minutes. Justin Hutman motioned to pass the minutes. B Michael McFarland seconded. The motion was approved.

Financials:

[Gaye Tillotson](#) referenced her report in the board packet and shared that we gained roughly 4 additional memberships since last month, putting us at about 281 members. Tillotson shared that the WPHA credit card bill included general administrative costs like storage and GoDaddy, as well as security patrol and spring festival costs.

Rhodes updated on the investment account. WPHA purchased another 6-month treasury bill which will mature August 28, 2025. Rhodes shared that since 2022, the account has increased a little more than 3.6%. There will likely be another update closer to August.

Security:

Melissa Quearry reported that the security meetings discussed continuing issues with property crimes such as car breaks-ins and thefts. There is a new trend of robberies of people who meet up to hand off electronics they have sold on Facebook or other online marketplaces. Police advise that these meetings take place at police stations. The security meetings also noted there were assaults behind Charlie Hoopers and at Loose Park.

The meetings covered the upcoming vote on the safety tax and increasing city funding for businesses that have break-ins. The new Jackson County prosecutor is seeking to start task forces to deal with these types of crimes and seeks to discourage perpetrators through more than tickets and write-ups. Security meeting participants discussed whether free bus fare spreads crime around the city by encouraging transportation. Traffic calming on busy streets was also discussed.

Membership:

Murray reported that a new diamond membership needs their membership gift. Linetta will distribute any outstanding gifts. In the next month, McFarland will send a mid-year membership drive letter to LYBNTs (Last Year But Not This Year).

Beautification:

Schlachter reported that she will meet with the lawn care service on March 5 to discuss cleaning up the sidewalks on 75th street between Ward Parkway and State Line.

Murray inquired as to our recent payment to the lawn service. Tillotson and Schlachter confirmed that we are paying Red Roses LLC (the new business name for our landscaping partner).

Communication:

See report in packet. McFarland noted that bond is misspelled in the report. McFarland asked that board members review the draft of this month's newsletter and have edits to him by Wednesday end of day in order for him to send Friday.

McFarland noted that there has been a drop in the message opens according to mailing software. He further noted that this is happening widely for non-profits as Gmail is bouncing more emailed newsletters to a different folder. Murray stated that our paid subscription to Google workspace may be helpful for this issue. The board discussed and agreed to allow Murray to make Schlachter an administrator in WPHA's Google subscription so that Hutman can research email and website issues.

Hutman reported that he has looked into updating the WPHA website, both on Wordpress and Godaddy. Hutman asked about notifying the board when making updates in case there are resulting issues to the website. It was agreed that the executive board should be notified ahead of updates in case of issues.

Events:

Murray reported that the Spring Festival is in full swing. Deposits have been paid on tents, tables, chairs, and the petting zoo. Murray continues to work on a map. Rhodes reviewed WPHA insurance language regarding coverage relating to inflatables and didn't see anything discouraging.

Schlachter reported that she reached out to Alison Baker and to resident Amanda Bartel about volunteers for possible new activities - friendship bracelet making and face painting. Bartel agreed to help identify some teenaged volunteers. Murray asked if we should pursue both the inflatable and the next activities. Schlachter shared that the two activity would cost roughly \$100 each. Rhodes volunteered to ask Laura to get pricing on inflatables and details on any necessary supervision. Currently, all three offerings are anticipated for the Spring festival. Rhodes reported that candy has been purchased for the event and Murray noted will need to re-stock prizes for games.

Murray will organize an Events committee meeting for the weekend of St. Patrick's Day. At that meeting, Schlachter will have more info on new activities and volunteers, expect Laura to have more info on inflatables.

New Business:*Strengthening the Health of the Neighborhood*

Murray shared that our application for this year's funding was submitted and fully received. The organizers requested no new info and our primary, secondary, and back up attendees have been contacted by program admins to confirm participation. Murray will look at past year's events so as to be prepared with plans for this year's proposed events. This year's

funding is planned to be used for a Trivia event and Neighborhood Night Out. There are no plans to do Fourth Friday Family Game Night this year. Rhodes anticipates funding to be \$8k this year (previous year was \$8500).

KCPS Bond Initiative Community Meeting

Murray stated that the bond meeting was very informative and that 20 people attended. The event was rescheduled due to weather and that perhaps caused it to lose momentum in terms of attendance. The KCPS representative, Rita Cortes, and Tiffany Moore both communicated well in presenting the case for the bond initiative.

Area Development Updates

Murray reported that WABA has stated that the area development work is on schedule. The owner of Social now has a direct relationship with the building contractor companies and those people are starting to use the neighboring restaurants. Social will begin to offer lunch specials; WPHA may want to indicate our support for these businesses. WPHA will discuss options for further supporting local businesses.

Murray stated that a long-time resident on 74th street reported that there are many young children playing in the street and inquired with Murray about a speed hump to slow traffic. Murray shared that neighbors on any street can group together to solicit city attention for these sorts of requests; Murray will notify him of this.

Rhodes announced that next Friday, March 15 is the next 6th District meeting. It is virtual only, be on the lookout for the announcement. Rhodes recommended subscribing to 6th District announcements if not doing so already.

Rhodes announced the next meeting date as April 1 and will send a meeting request.

Hutman motioned to adjourn. Schlachter seconded. The motion was passed unanimously. The meeting was adjourned at 7:41pm.

Meeting notes submitted by Sarah Schlachter, Secretary, Board of Directors.